



Top crop: Bruce Robinson inspects the yearling bulls to be sold in September.

Pair's passion for herefords

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the other beef breeds. You hardly have to use dogs."

He recently bought a quarter share of the farm business and he oversees the stud.

Farm manager Roger Crawford is in charge of the sheep and Roger's son Mark is also employed as a shepherd.

Bruce's interest in animal genetics came from his uncle, Fisher and Paykel co-founder Sir Woolf Fisher.

He owned the Ra Ora Stud, a major thoroughbred horse operation, and Bruce would attend the sales at Karaka.

After getting married, he bought a farm near Matira, south of Waikaretu, where he and his first wife farmed for a decade, running a small hereford stud as well as a conventional farm.

He sold the farm and moved back to Auckland after his wife was diagnosed with and later died from cancer.

He raised three children and in 2001 bought the land that became Kokonga Herefords.

Bruce has expanded the farm from its original 486 hectares to 1287ha and has developed it fairly intensively, building new stock yards, improving fences and further subdividing paddocks.

The farm's rolling hill country presents a challenging environment for the Robinsons because of its exposure to strong winds.

As well as breeding hereford

cattle they also run a commercial operation, breeding and finishing sheep and fattening cattle.

The farm also has a large QEII covenant block, which they are improving the fencing.

"It's fantastic to have native bush here. It's just a shame that so much of the area is cleared. We have one of the largest stands of kauri south of Auckland," Bruce says.

Bruce always planned to establish a stud because of his desire to have good cattle on the farm and re-established the contacts he had developed at Matira.

"I got the buzz again and I wanted to get back into it."

But he acknowledges the stud has a long way to go after it only begun in 2004.

To get the stud established, Bruce bought some cows and heifers from Hawke's Bay breeder Charlie Lee.

Then a stroke of luck came after some cows became available for purchase from David Morrow's Okawa stud in mid-Canterbury.

Over the past two years the Robinsons have bought 50 cows from Morrow, who they consider to be the best hereford breeder in the country.

Those cattle play an integral part in the Robinsons' herd and had brought their genetics programme forward by years.

The Robinsons have also bought four bulls from Morrow, including

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