

# Cannabis Drivers Find Reliable Allies in Dashcams

In the cannabis distribution industry, managing risks effectively is crucial for the safety of drivers and the protection of valuable products. Dashcams have become an indispensable tool for companies like Bloom Farms, a cannabis grower and distributor in California, in mitigating these risks. Despite initial concerns from drivers about privacy, the benefits of dashcams have proven to be substantial.

## Why Dashcams Are Essential?

To most drivers, the installation of dashcams represents an intrusion, as they fear exposure of poor driving behaviors. However, in the cannabis distribution business, the advantages of dashcams extend far beyond mere monitoring.

Harry Berezin, Vice President of Legal and Compliance for Bloom Farms, highlights two primary reasons for their use: [ensuring safe transportation of products and protecting drivers from external threats](#). “On some level, this is about monitoring our drivers and making sure they are transporting our products safely and not putting others at risk,” Berezin explains. “But there is the other aspect of being able to adequately protect our drivers from the outside world. I actually think the latter is more important to us than the former. To an extent, this is a dangerous job for our drivers.”

## The Shift to Advanced Dashcam Technology

Bloom Farms has utilized road-facing cameras for about four years. Recently, they upgraded to the Azuga SafetyCam, which offers advanced features that enhance safety and reduce insurance costs. According to Greg Horn, California Distribution Manager and Flower Procurement Specialist, the Azuga system includes both forward-facing and driver-facing cameras, providing benefits such as geofencing capabilities and real-time tracking with street-level imagery.

These features offer an added layer of security for drivers, especially in the cannabis industry, where handling large amounts of cash is common due to federal banking restrictions. The cameras enable fleet managers to monitor and guide drivers in real time, enhancing their safety. “They feel safer in there – one, from the tracking software and two, from the cameras,” Horn notes. “If a driver is being followed, I can track them and lead them to the nearest police department.”

## Cost Savings and Compliance

The use of dashcams not only enhances safety but also leads to significant cost savings on insurance premiums. QuadScore Insurance Services, specializing in insuring delivery companies moving cannabis products, requires dashcams in all insured vehicles. This requirement helps reduce risk exposure and insurance costs, as explained by Seth Hartshorn, Senior Underwriter at QuadScore. “Our dashcam requirement and partnership with Azuga has helped us bridge that gap by saving our clients hundreds of thousands in auto insurance premiums.”

QuadScore's partnership with Azuga leverages the Mobikit solution, which aggregates telematics data to provide a comprehensive picture of risk. This collaboration has allowed Bloom Farms to bundle necessary insurance coverages into a single, cost-effective policy. "QuadScore was willing to offer us a bundle of those types of insurance packages that provide us a significant savings as opposed to buying all of those policies individually," Berezin says.

## **Beyond Risk Mitigation**

While many fleets use dashcams primarily to exonerate drivers in accidents, Bloom Farms recognizes the broader benefits. [The presence of dashcams helps combat negative perceptions and biases against the cannabis industry](#), showcasing a commitment to safety and responsibility. "There are lots of people that are very skeptical about the business we have, and there certainly could be a bias that cannabis companies are operating recklessly," Berezin explains. "But we don't think of ourselves that way and we are trying to be respectful and safe, and I think having the cameras helps with that."

In the rapidly evolving cannabis industry, managing risks effectively is paramount. Dashcams have proven to be a vital tool for enhancing driver safety, reducing insurance costs, and demonstrating a commitment to responsible operations. For companies like Bloom Farms, the benefits of dashcams far outweigh any perceived intrusions, making them an essential component of modern risk management strategies.

## **Frequently Asked Questions (FAQs)**

### ***Q1: How do dashcams enhance driver safety in the cannabis industry?***

***Answer:*** Dashcams provide real-time monitoring and tracking, allowing fleet managers to guide drivers to safety if they are followed or face potential threats. The footage also serves as evidence in case of incidents, helping to resolve disputes and protect drivers.

### ***Q2: Why is handling cash a significant risk for cannabis drivers?***

***Answer:*** Federal banking restrictions prevent most banks from handling funds related to cannabis, resulting in businesses handling large amounts of cash. Drivers often receive cash payments during deliveries, making them targets for theft. Dashcams help mitigate this risk by providing security and monitoring.

### ***Q3: How do dashcams contribute to cost savings on insurance premiums?***

***Answer:*** Insurance providers like QuadScore require dashcams to reduce risk exposure. The footage helps in exonerating drivers, reducing claims, and improving safety practices. This, in turn, leads to lower insurance premiums for companies using dashcams.

Email: [info@cannabisriskmanager.com](mailto:info@cannabisriskmanager.com) | Phone: +415-226-4060

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