

INDUSTRY **NEWS UPDATES** | MEMBER **BENEFITS** | UPCOMING **EVENTS** | AND **MORE**

JANUARY 2024

connection

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MESSAGE FROM THE PRESIDENT

JENNIFER STEWART

GOVERNMENT POLICY AND INDUSTRY UPDATES

ADVOCACY CORNER

SECTOR NEWS UPDATES



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MISSION

CEMA's mission is to support and elevate Canada's small and medium-sized energy marketers, who are responsible for nearly 100,000 direct and indirect jobs across the country and are deeply committed to ensuring that innovative energy products, including low-carbon transportation solutions, are readily available to Canadian consumers.

CEMA ensures the voices of its membership are heard at all three levels of government in a fair, consistent and advocacy-first manner – members who include progressive leaders responsible for the distribution of diverse products like gasoline, diesel, heating oil, propane and aviation fuel, as well as low-carbon transportation energy solutions including renewable fuels and electric vehicle charging stations across a vast geography, to diverse industries, and to millions of Canadian consumers.



MESSAGE FROM THE PRESIDENT

JENNIFER STEWART | **PRESIDENT & CEO**

Dear Members,

I hope you all had a restful and enjoyable holiday, and I wish you all the best in the year ahead. I am delighted many of you have registered for the upcoming Canadian Energy Marketing Conference in Montreal. I am excited to share that this year the Honourable Peter MacKay, former Attorney General of Canada, will join us as a guest speaker.

The CEMA team will announce the full event schedule in the coming weeks. If you want to speak to our team about sponsorship opportunities, please contact events@cemaassociation.ca.

In the near future, we will also release our 2023 Annual Report highlighting numerous advocacy successes our association has achieved over the last year. If anyone has any suggestions for content we should include in the report, please let me know.

As always, please do not hesitate to contact us if you require any support.

I look forward to seeing you all in April.

Sincerely,



Jennifer Stewart
President and CEO
Canadian Energy Marketers Association

STAYING CONNECTED

CEMA CONNECTION
2024 EVENTS, PODCASTS, WEBINARS

PODCAST: ROAD CHATS SEASON 4, EPISODE 1 NOW AVAILABLE

In this episode of Road Chats, we talk to Jeff Passmore, CEO of Passmore Group and Founding Chair of Scaling Up, about the bioeconomy and Canada's need for an industrial strategy to advance our net-zero objectives.

Listen [here](#).

2024 CANADIAN ENERGY MARKETING CONFERENCE – APRIL 8-10

EARLY BIRD PRICING IN EFFECT UNTIL FEBRUARY 16!

We're pleased to announce this year's keynote speaker at the Canadian Energy Marketing Conference in Montreal is the Honourable Peter MacKay. Early bird pricing has been extended until midnight on February 16. Make sure you don't miss out! For more conference information or to register, visit <https://www.eventcreate.com/e/canadian-energy-marketing-conference>.

CEMA ON SOCIAL MEDIA

Follow CEMA on [LinkedIn](#) and [Twitter](#) for the latest in energy policy, thought leadership, and content and event updates from membership and stakeholders.



GOVERNMENT POLICY AND INDUSTRY HIGHLIGHTS

This update serves as a recap and reference point for our Members regarding the latest policy impacts on the energy market as well as industry trends. We will continue to monitor and communicate any policy changes directly to Members as they happen.

NATIONAL POLICY & RESEARCH UPDATES

New deal with global gas giant Shell shows Canada is on the map for LNG

A new 20-year deal by global energy giant Shell to purchase liquefied natural gas (LNG) from British Columbia is a sign **Canada is becoming a player**

in global LNG markets, says an industry specialist. Shell has agreed to buy two million tonnes of LNG per year from the proposed Ksi Lisims LNG project located near the Alaska border, which could start operating in 2028. Racim Gribaa, president of Calgary-based Global LNG Consulting, says long-term LNG deals like the one struck by Ksi Lisims and Shell are hard to come by and are a sign that so-called LNG “portfolio players” trust the ability of Canada’s natural gas industry to deliver.

PROVINCIAL & TERRITORIAL POLICY TRENDS

WESTERN REGION

Trans Mountain pipeline project clears another major hurdle toward completion

The Canada Energy Regulator has given an **11th-hour green light** to the over-budget, federally owned Trans Mountain pipeline, currently under construction in Western Canada. In a ruling posted to its website January 12, the regulator gave its blessing to the pipeline giant to change its routing methodology in a 2.3-kilometre stretch of construction in B.C.’s Fraser Valley. Last fall, the

company applied to the regulator to reduce the pipe size to 30 inches, but the regulator initially rejected that application.

Critics call for review after study suggests Alberta Energy Regulator underestimated oil well liability

Critics are **calling for a public inquiry** into the actions of the Alberta Energy Regulator after documents surfaced suggesting the agency downplayed the industry's environmental liabilities and withheld information on those costs. The regulator announced earlier this month that Alberta faces a \$33-billion liability from abandoned and inactive wells. The Canadian Press reported on internal documents suggesting the real figure is closer to \$88 billion. Those documents also included a recommendation that the higher estimate be kept internal to avoid alarming investors or the public.

B.C. government and industry partners working to develop hydrogen in Canada

Enbridge Inc. and FortisBC Energy Inc. **announced funding**, with contributions from the British Columbia Ministry of Energy, Mines and Low Carbon Innovation, for their respective studies to produce an integrated summary that will examine how hydrogen, a low-carbon energy source, can be safely and reliably delivered using the province's existing gas pipeline infrastructure. This hydrogen blending study will look at the percentage of hydrogen that can be safely transported through gas pipeline infrastructure.

PRAIRIE REGION

'Breaking the bank just to fill the tank': Sask. NDP launches petition to suspend provincial gas tax

The opposition NDP is continuing its calls for the provincial government to **suspend the provincial fuel tax** in Saskatchewan for at least six months, with an online petition launched on January 19. According to a press release from the Saskatchewan NDP, suspending the 15-cent-per-litre tax on gas and diesel for six months would save households around \$356. The release said while nearly half of Canadian provinces have suspended gas taxes, Saskatchewan is the only prairie province that has not.

Minister Wilkinson announces over \$6 million to unlock sustainable aviation fuel production in Manitoba

On January 17 in Manitoba, the Honourable Jonathan Wilkinson, Minister of Energy and Natural Resources, joined the Honourable Wab Kinew, Premier of Manitoba, to announce **total project investments of \$12.3 million** to support the future of sustainable aviation fuels in the province in partnership with the Canada Infrastructure Bank and the Province of Manitoba. This investment will support Azure in delivering a front-end engineering and design (FEED) study to unlock domestic growth in this emerging sector.

Alberta emergency power alert underlines challenge of energy transition on Prairies

The January 13 emergency alert from the province of Alberta, warning of rotating power outages because of pressure on the electrical grid caused by the extreme cold, underlines just **how difficult the energy transition is going to be** in the Prairie provinces, according to economist Andrew Leach. He says just because other markets in the U.S. and Canada can make this switch to largely renewable systems without risking grid reliability, that doesn't mean that Alberta and Saskatchewan are being too pro-fossil fuel when they push back.

ONTARIO/QUEBEC REGION

Province spending \$2M in southwestern Ontario this year to combat old oil, gas wells

A handful of counties and municipalities across southwestern Ontario will receive a combined \$2 million this year to help them manage **risks posed by old and inactive oil and gas wells**. The money will "enhance emergency preparedness ... and prevent emergencies," the province said in a news release on January 18. "We heard from municipalities across southern Ontario that they need help addressing the complex challenges related to inactive oil and gas wells in their communities," said Graydon Smith, Ontario's minister of natural resources and forestry.

Ontario urged to commit to clean energy economy by 2050

A **new government-commissioned report** says Ontario should commit to achieving a clean energy

economy by 2050. An expert panel says in the report that the province should develop related policies and communicate its vision clearly to the public about a transition to electrification. The report lays out a series of recommendations to the province, including providing clarity on the role of natural gas that should be aligned with a commitment to clean energy.

ATLANTIC REGION

Kensington mayor blames province for loss of \$150M plant, 30 jobs

The mayor of Kensington, P.E.I., is frustrated that a \$150-million renewable diesel plant proposed for the town's industrial park will not happen, and he is **blaming the provincial government**. In 2022, SustainAgro started discussions with Kensington officials to buy 12 lots in the town's industrial park to build what was pitched as Canada's first renewable diesel facility. SustainAgro's chief government and global relations officer, Joachim Stroink, said they decided to abandon plans in Kensington after provincial officials told them last year that a moratorium on new biomass projects was about to be implemented.

NORTHERN REGION

NWT missing economic opportunity to cold-weather test green technology

In this editorial, Eric Bowling says Northerners are reactive rather than proactive. "We wait for the rest of Canada to make decisions for us, then we complain," he says. "As we wait for someone to fix the North for us and drop an economy in our lap, we're wasting valuable time developing what is clearly a required service for the entire country. Inuvik Town Councillor Tony Devlin suggested this a little over a year ago, but it's a good enough idea that people need to be reminded of it. We are sitting in the best place in North America to do cold-weather testing." Read his full argument [here](#).

GLOBAL RESEARCH TRENDS

Hydrogen startups to get a boost thanks to Hyperfuel Labs

In an effort to help support hydrogen startups seeking to test, validate, scale up, and

commercialize their innovative hydrogen solutions, Hyperfuel Labs — a new venture founded by MIT and Harvard alumni — **has announced** the launch of its industrial-scale testbed and first-of-a-kind accelerator for young H2 companies. The new venture is on a mission to speed up the deployment of clean hydrogen technologies for the purpose of helping to achieve the 2050 net-zero emissions goal.

Eight predictions for the 2024 global biofuels market

The team at ResourceWise anticipates a big year ahead for biofuels in 2024. Some of their predictions for the global biofuels market include: the U.S. green diesel market will slow its growth and create a surplus, while exports look to increase; we may see a U.S. marine biofuel blending mandate; and the pressure to decarbonize will only continue to gain momentum globally. You can read all their predictions [here](#).





2024 CANADIAN ENERGY MARKETING CONFERENCE

PRESENTED BY:



APRIL 8-10, 2024

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ADVOCACY CORNER

Featured in the newsletter on a monthly basis, Advocacy Corner provides insight into federal and provincial political activity of importance to our Members. Read on to find out what decisions are being made, what's on the horizon, and what it all means for our sector.

Name That Tune

To start 2024 on a light note, we wanted to ask you the following trivia question: in the years 2022 and 2023, what was the top issue on the minds of (federal) cabinet ministers as they met to discuss strategy for the upcoming session?

If you guessed affordability, you're right! Two years ago, inflation was a bad word not to be spoken, but addressing financial burdens on families was top of mind. Last year, affordability in the face of rising inflation was the *sujet du jour*.

Here we are a year later, another year closer to the next election, and federal cabinet ministers are singing the same ol' tune: the cost of living is our top priority. Oh, what a difference a year can make.

In 2023, the Liberal government entered the year steadfastly defending its signature climate policy (the price on pollution, a.k.a. the carbon tax) and advancing new programs like child care, dental care, and grocery rebates to address affordability concerns. This year, the Liberal government enters the year having issued a partial exemption to the carbon tax (on home heating fuels) and facing the grim reality that even the NDP (both in federal opposition and in positions of provincial leadership) oppose it.

What's more, Pierre Poilievre can no longer be underestimated by a Liberal government that needs to take decisive action to tackle serious issues facing Canadians.

No, thanks to savvy and brilliantly executed marketing campaigns and a dedication to his new image that we must admit we did not see coming, Pierre Poilievre is a warm, approachable, and — worse-yet for the Liberals — likeable Leader of the Official Opposition whose singular message that the Liberals and their carbon taxes cannot be trusted to make life more affordable has resonated with Canadians and put Liberal hopes of a return to government after the next election in peril.

For the Liberals, 2024 will be a test of finding a narrative for why they deserve another mandate to govern and what they would do to make life better, neutralizing the campaign to completely axe the carbon tax, and finding a way to knock Poilievre off his bullish commitment to upholding his new image.

The Future of Fossil Fuels

To "cap off" a busy 2023, Environment Minister Steven Guilbeault and Energy Minister Jonathan Wilkinson announced the long-awaited proposed framework to cap pollution in the oil and gas sector. The options proposed include introducing a national cap and trade program or modifying existing carbon pricing systems.

A win for CEMA Members and downstream stakeholders, the new framework will apply only to upstream oil and gas facilities, including offshore facilities, and to liquefied natural gas facilities. The framework will cap 2030 pollution from these proponents at 35 to 38 per cent below 2019 levels, while providing compliance flexibilities to emit up to a level about 20 to 23 per cent below 2019 levels.

The government will now consult on the proposed framework in advance of tabling draft regulations in mid-2024. The framework would then be enforced as of 2025.

The Year Ahead

As we settle into the year, CEMA is excited to work on behalf of our Members to continue advocating for sensible solutions that allow the downstream sector to continue fuelling economic activity across the country. In 2024, that will include continuing to support reputational campaigns such as the Canadian Transportation Alliance's Net Zero Net Possible campaign, maintaining a fair and competitive marketplace, easing the transition to PCI compliance, intervening in fuel-price reviews, and advocating for funding to cover infrastructure upgrades that enable a cleaner fuel supply to be adopted sooner.

We wish a happy and healthy 2024 to all.



NEWS UPDATES

The following section is a summary of the top media headlines and coverage of key policy and issues impacting the transportation fuel marketing space. Please note that all orange text in the following section is hyperlinked. If viewing electronically, you can click to read full articles directly from the publication source.

GLOBAL

[SUPPLY UNCERTAINTY LEAVES OIL MARKETS ON EDGE](#)

An uncertain supply picture has oil markets on edge, with disruptions and geopolitical risks being counterbalanced by rising production in Norway and Libya. Economic uncertainty is adding downward pressure to oil prices.

[EU COUNCIL AND PARLIAMENT AGREE ON 90% CO2 EMISSIONS CUT BY 2040 FOR TRUCKS](#)

The EU Council and Parliament have reached a provisional deal to lower CO2 emissions from heavy-duty vehicles, maintaining the target set last year by the European Commission of a 90 per cent drop in emissions from new trucks over 7.5 tons and coaches by 2040.

[HYUNDAI DOUBLES DOWN ON HYDROGEN TO REACH CARBON NEUTRALITY](#)

In an industry dominated by ambitions to go all-electric using battery power, Hyundai is opting to go all-in on hydrogen. The South Korean company vows to own the entire hydrogen stack, from production and storage to transportation and utilization.

[CLIMATE SCIENCE ADVISERS TELL EU TO PHASE OUT FOSSIL FUELS](#)

The European Union will need to revamp its policies to deliver a fossil fuel phase-out if it is to achieve its

ambitious climate targets, advisers said on January 18. The 27-country bloc was demanding a global deal to phase out fossil fuels at last year's COP28 climate summit.

SHELL TO SELL BIG PIECE OF ITS NIGERIA OIL BUSINESS, BUT ACTIVISTS WANT POLLUTION CLEANED UP FIRST

Shell said January 16 it had agreed to sell its onshore business in Nigeria's Niger Delta to a consortium of companies in a deal worth \$2.4 billion amid long-running complaints of environmental pollution caused by the oil industry.

BP NAMES MURRAY AUCHINCLOSS PERMANENT CEO

British oil giant BP said January 17 its interim chief executive, Murray Auchincloss, will be given the job on a permanent basis. A Canadian who was BP's chief financial officer for more than three years, Auchincloss became CEO in September after Bernard Looney's surprise resignation.

GLOBAL LNG FLEET AVOIDING RED SEA WITH MORE TANKERS DIVERTED

Global LNG tanker fleets have stopped using the Red Sea and Suez Canal as continued Houthi attacks on ships reroute flows of the fuel. The Iran-backed rebel group stepped up attacks on commercial ships after a U.S.-led coalition carried out airstrikes in Gaza.

THREE NORWEGIAN OIL AND GAS FIELD PERMITS INVALIDATED ON ENVIRONMENTAL GROUNDS

Three permits given by the Norwegian government to develop new offshore oil and gas fields were found to be invalid on January 18 because their environmental impact was not sufficiently assessed, in a ruling that could set a precedent for new fields.

UNITED STATES

BIDEN HITS PAUSE ON NATURAL GAS PROJECTS AMID THREAD OF CARBON 'MEGA BOMBS'

Joe Biden's administration has hit the brakes on the US's surging exports of gas, effectively pausing a

string of planned projects that have been decried by environmentalists as carbon "mega bombs" that risk pushing the world further towards climate breakdown.

U.S. PROPOSES FEE ON METHANE FROM BIG OIL AND GAS PRODUCERS

The U.S. on January 12 proposed a fee on emissions of methane from big oil and gas producers as required under the 2022 climate law and as a backstop to wider regulations on the greenhouse gas from energy operations.

RENTAL GIANT HERTZ DUMPS EVS, INCLUDING TESLAS, FOR GAS CARS

Rental firm Hertz Global Holdings is selling about 20,000 electric vehicles, including Teslas, from its U.S. fleet in another sign that EV demand has cooled. Hertz will instead opt for gas-powered vehicles, citing higher expenses related to collision and damage for EVs.

IEA RAISES 2024 OIL DEMAND FORECAST BUT LAGS OPEC VIEW

The International Energy Agency (IEA) has again raised its 2024 global oil demand growth forecast, though its projection remains lower than OPEC's expectations, and said the market looked well supplied because of strong growth outside the producer group.

CLEARFLAME SELLS FIRST FUELADAPTIVE TRUCK TO VANDER HAAG'S

ClearFlame Engine Technologies has completed the first sale of its FuelAdaptive truck to Vander Haag's Inc. The company's trucks are built to operate on a range of decarbonized liquid fuels, including ethanol, and deliver diesel-like performance.

OHIO LAW BANS STATE ADOPTION OF CALIFORNIA EMISSION RULES

In a slap to California, Ohio has a law taking effect in March that bans agencies from adopting the Golden State's emissions regulations and protects the sale and use of diesel and gasoline vehicles.

WESTERN REGION

BIDEN AWARDS \$623 MILLION TO BUILD EV CHARGING NETWORK

The Biden administration is awarding \$623 million in grants to help build an electric vehicle charging network across the nation. Grants announced January 11 will fund 47 EV charging stations and related projects, including 7,500 EV charging ports, officials said.

US OIL REFINERS ASK EPA TO LIMIT PARTICIPATION IN RENEWABLE FUEL CREDIT MARKET

U.S. oil refiners have asked President Joe Biden's administration to reform the renewable fuel credit program by restricting who can participate, claiming the current trading environment allows market manipulation and raises fuel costs.

SUNOCO TO BUY NUSTAR ENERGY FOR \$7.3 BILLION

Sunoco LP, a U.S. gas station owner, agreed to acquire pipeline and fuel storage company NuStar Energy LP for about \$7.3 billion in a move to buy up more of a key part of its supply chain. The acquisition would expand crude oil transportation and storage for Sunoco, one of the largest independent fuel

CANADA

OIL AND GAS CANADA'S RICHEST NATURAL RESOURCE

The value of Canada's energy resources is more than 75 times greater than the country's other natural resources combined, according to **new data** from Statistics Canada. Led by the oil sands, Canada's oil, gas, and coal assets were worth \$1.6 trillion in 2022 — or about \$41,000 per Canadian.

CHEVRON PLANS TO SELL DUVERNAY SHALE GAS OPERATIONS IN CANADA

Chevron has announced its intention to sell its natural gas business in the Duvernay Shale in central Alberta, reported Reuters. The sale is part of the company's broader strategy to streamline its global operations following a series of significant acquisitions.

TRANS MOUNTAIN PIPELINE TO START FILLING WITH OIL IN FEBRUARY

The much-anticipated Trans Mountain pipeline will begin filling with crude in February, marking a key step toward start-up. Canadian heavy crude prices jumped on the news.

ALBERTA OIL OUTPUT HITS NEW RECORD AS PRODUCERS RAMP UP FOR TRANS MOUNTAIN COMPLETION

Alberta oil production hit an all-time record in November, as oilsands companies ramped up output to prepare for the imminent completion of the Trans Mountain pipeline expansion. Crude oil production in the province rose by 8.8 per cent that month to a new historic high of 4.2 million barrels per day.

NEW DEAL WITH GLOBAL GAS GIANT SHELL SHOWS CANADA IS ON THE MAP FOR LNG

A new 20-year deal by global energy giant Shell to purchase liquefied natural gas (LNG) from British Columbia is a sign Canada is becoming a player in global LNG markets, says an industry specialist.

EKONA POWER INC. TO DEPLOY FIRST CLEAN HYDROGEN PRODUCTION PLANT WITH AN INDUSTRIAL PARTNER

Ekona Power Inc. is excited to announce the first industrial deployment of its methane pyrolysis solution for clean hydrogen production. Partnering with investor, ARC Resources, Ekona will deploy a one-tonne-per-day clean hydrogen plant at ARC's Gold Creek Natural Gas Plant in Grande Prairie, Alberta.

AUSTRALIA'S FORTESCUE TOUTS HYDROGEN PLANS IN B.C. DESPITE LIMITED HYDROELECTRICITY SUPPLY

Australia's Fortescue Ltd. is touting plans to build a hydrogen project in British Columbia even as the company faces challenges in obtaining limited supplies of hydroelectricity in the province.

PRAIRIE REGION

FRASER INSTITUTE PRAISES SASKATCHEWAN'S ENERGY SECTOR COMPETITIVENESS

Saskatchewan is the most attractive jurisdiction in Canada for oil and gas investment, according to the Fraser Institute's 2023 Canada-U.S. Energy Sector Competitiveness Survey. Saskatchewan is the highest-ranked province and the only Canadian region to crack the top five.

ONTARIO/QUEBEC REGION

A NEW GOLD RUSH? THE SEARCH FOR THE NATURAL HYDROGEN MOTHERLODE IS COMING TO CANADA

After helping to discover the world's first deposit of natural hydrogen in West Africa, which kick-started a search for the buried gas around the world, Denis Brière hopes his next breakthrough will be in

Canada. His company plans to begin testing and drilling in northern Ontario this summer.

IN A QUIET ONTARIO TOWN, HONDA'S UNUSUAL EV PLANS COULD MEAN BIG CHANGES AHEAD

Honda is quietly ramping up production of hybrid vehicles at its two Alliston assembly plants. But a very big change may be on the horizon. According to a report by a Japanese news group, Honda is considering investing as much as \$18.5 billion in making EVs in Canada.

ATLANTIC REGION

AT LEAST 167 LITRES OF FUEL DETECTED NEAR SHIP IN CHARLOTTETOWN HARBOUR, COAST GUARD SAYS

The Canadian Coast Guard says an aerial survey detected about 167 litres of what it calls "non-recoverable fuel sheening on the water" of the Hillsborough River near MV Ancier, which docked in the Charlottetown Harbour January 12.

road chats

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SEASON 4, EPISODE 1

Jeff Passmore
Founder and CEO of
Passmore Group Inc.

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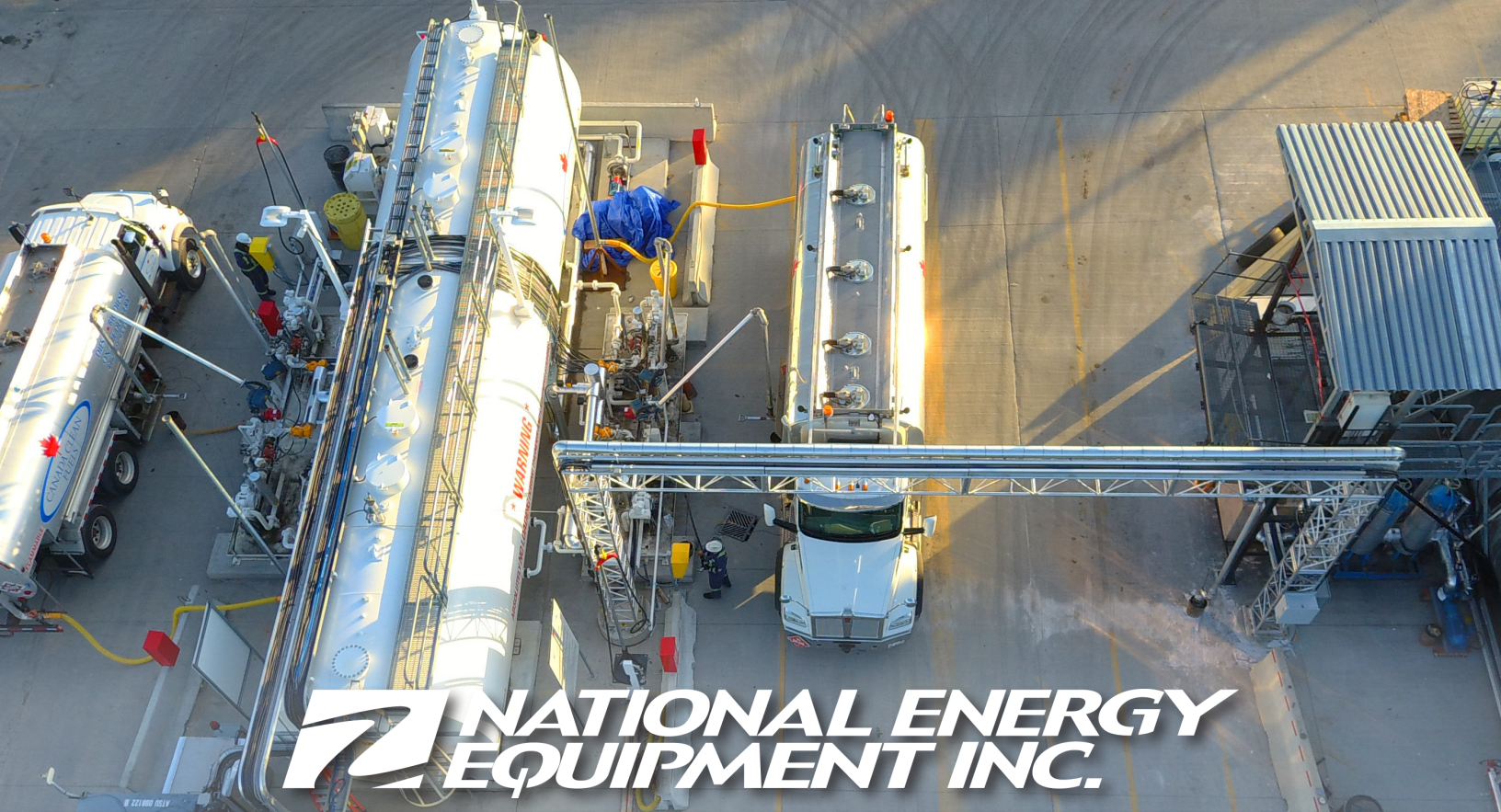


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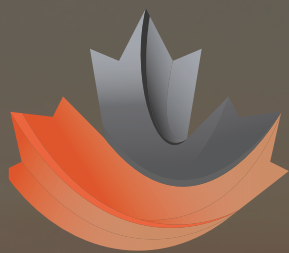
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We want to share the successes of our Members.
If you want to feature your company's recent
achievements, updates, or simply want to be
featured, please reach out to Jennifer Stewart at
jstewart@cemassociation.ca



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