

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

MAY 2024

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MESSAGE FROM THE PRESIDENT

JENNIFER STEWART

GOVERNMENT POLICY AND INDUSTRY UPDATES

ADVOCACY CORNER

SECTOR NEWS UPDATES



FULL MEMBERS



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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,

As we embrace the warmth and vibrant energy of summer, I want to extend my heartfelt gratitude to each and every one of you for your continued engagement and dedication to our association. Your unwavering support and active participation are the cornerstones of CEMA's success.

Our commitment to improving the industry and advocating for our sector remains steadfast, especially in these often-tumultuous political times. We understand the challenges you face daily, working tirelessly to keep goods and people moving efficiently and safely. Your hard work and resilience do not go unnoticed, and we are here to support you every step of the way.

I'm excited to announce that our annual CEMA Golf Challenge will take place on September 23 at the prestigious Glen Abbey Golf Club. This event is not just a chance to showcase your golfing skills but also an excellent opportunity to network and strengthen our community bonds. We look forward to seeing many of you there for a day of fun and camaraderie.

Remember, if you ever have any questions or need assistance, please feel free to reach out to me directly at jstewart@cemassociation.ca. We are here to help and ensure that your needs and concerns are addressed promptly.

Thank you once again for your hard work, dedication, and ongoing support. Together, we continue to drive our industry forward.

Warm regards,

Jennifer Stewart

President and CEO

Canadian Energy Marketers Association

STAYING CONNECTED

CEMA CONNECTION
2024 EVENTS, PODCASTS, WEBINARS



CEMA GOLF CHALLENGE SAVE THE DATE: SEPTEMBER 23, 2024

You won't want to miss this great event at the stunning Glen Abbey Golf Club in Oakville, Ontario. Save the date – details are coming soon!



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

Mark Carney says carbon tax served a purpose 'until now,' calls for credible alternative

Former Bank of Canada governor Mark Carney told a Senate committee on May 7 that the federal carbon tax has "served a purpose up until now" and called on anyone who would want to scrap

it to come up with a "credible and predictable" alternative. Carney, who serves as the United Nations' Special Envoy for Climate Action and Finance, was invited as a **witness to study Bill S-243**, which would require banks and other federally regulated entities to "mitigate and adapt to the impacts of climate change."

Poilievre calls on government to give Canadians a 'summer break' on all federal gas taxes

Conservative Leader Pierre Poilievre **is calling on the federal government** to suspend the carbon tax, the federal fuel tax, and GST on gasoline and diesel between Victoria Day and Labour Day to give Canadians a "summer break" on inflation. The Conservatives estimate that suspending all federal taxes on gas would lower the price at the pumps by 35.6 cents per litre on average across the country, which they say would save a Canadian family approximately \$670 over the summer months.

Energy minister defends carbon capture as Alberta project gets cancelled over cost

Canada's energy minister is **defending carbon capture and storage technology** as both effective and affordable after an Alberta power company walked away from a planned project. "Carbon capture and sequestration technologies are getting better and, over time, they actually get less expensive just like every other technology that goes through the cycle," Jonathan Wilkinson said May 7.

“...The technology, the basic technology, has been around for a long time. It’s a matter of scale and it’s a matter of cost, and those are both things that are actually happening.”

PROVINCIAL & TERRITORIAL POLICY TRENDS

WESTERN REGION

\$900M project to create hydrogen plants, refuelling stops in B.C.

The British Columbia government says a \$900-million project to create a **network of hydrogen production plants and vehicle refuelling stations** will create nearly 300 jobs and cut greenhouse gas emissions in the province. The Crown corporation Canada Infrastructure Bank is providing a \$337-million loan to support the project by hydrogen company HTEC, which involves plans to build up to 20 refuelling stations for hydrogen fuel-cell vehicles, 18 of them in B.C. and the others in Alberta.

Ottawa removes regulatory red tape for Trans Mountain pipeline

Ahead of Canada’s plan to move the Trans Mountain pipeline to Indigenous ownership, the federal government is **changing how it manages the pipeline**, according to a notice published May 22 in the federal government's official newspaper, Canada Gazette. The Canada Development Investment Corporation and Trans Mountain Corporation will no longer need authorization from a top official, the governor in council, to make transactions like incorporating subsidiaries.

Alberta First Nation, environmental groups want public hearing on Pathways carbon capture plans

Environmental organizations, a northern Alberta First Nation, and a group of concerned landowners **are asking the Alberta Energy Regulator** to conduct a full-scale environmental impact assessment of the oil sands industry’s massive proposed carbon capture and storage project. The request was filed with the regulator May 13 by Ecojustice on behalf of the Athabasca Chipewyan First Nation, the Alberta

Wilderness Association, No to CO2 Landowner’s Group, Environmental Defence, and the Climate Action Network.

PRAIRIE REGION

Saskatchewan NDP renews call for Moe to pause gas tax over the summer

The Saskatchewan NDP has **renewed its call to pause the provincial gas tax** as road trip season draws nigh. Leader Carla Beck spoke in front of a Regina gas station the morning of May 22, making her case that Premier Scott Moe should remove the \$0.15 tax on fuel paid at the pump. She argued that many people in Saskatchewan are “breaking the bank just to fill the tank and a large part of that is the provincial fuel tax.” As the election draws closer, Beck said if Moe won’t pause the tax, she will, if elected premier.

ONTARIO/QUEBEC REGION

Quebec to force gas stations to report their prices. Will it lower fuel costs?

Quebec wants to boost **transparency around gas prices**. The province will force gas stations to report their prices to the government, and it's going to publish them online. Pierre Fitzgibbon, Quebec’s economy minister, made the announcement on May 17 as he revealed a government-commissioned study that recommended making some changes to how Quebec regulates gas stations. The changes are meant to lower prices, especially in regions where it is more expensive.

ATLANTIC REGION

Industries getting support from N.S. to move toward cleaner fuels

Industries, businesses, and communities in Nova Scotia are starting to switch to low-carbon and renewable fuels with **help from the province’s new Clean Fuels Fund**. The fund helps replace fossil fuels with cleaner fuels for heating, transportation, and industrial processes. Options include biofuels and biomass from forestry waste products, green hydrogen, and renewable natural gas.

Minister launches hydrogen development action plan for Newfoundland and Labrador

The Honourable Andrew Parsons, KC, Minister of Industry, Energy and Technology, **launched the**

province's Hydrogen Development Action Plan May 14. The plan will complement the Renewable Energy Plan, released in 2021, and the Climate Change Action Plan, further advancing the province's status as a global supplier of clean energy. The plan will provide a focused policy approach to hydrogen development in the province to guide involvement in hydrogen initiatives that are imminent or currently underway.

GLOBAL RESEARCH TRENDS

Is hydrogen fuel about to get way cheaper from this one discovery?

RIKEN Center for Sustainable Resource Science researchers in Japan have announced that they **may have discovered the secret** to being able to produce hydrogen fuel far more cheaply than the currently used methods. They have found a way to produce H₂ using 95 per cent less iridium, a rare and expensive metal. The researchers at RIKEN determined that manganese, a far cheaper and more common substance, can be helpful in the hydrogen fuel production process, making it possible to cut down on the need for iridium.

Carbon pricing works, major meta-study finds

Between five and 21 per cent emission reductions: this is the empirically measured effect of carbon pricing systems in their first few years of operation. A research team has now **identified these findings** for 17 real-world climate policies around the globe, condensing the state of knowledge more comprehensively than ever. The meta-study was led by the Berlin-based climate research institute Mercator Research Institute on Global Commons and Climate Change and **published** in the journal Nature Communications.

Americans are driving ancient cars

Automobile owners in the United States are **holding on to their vehicles longer**, according to a new study, even as major supply disruptions caused by the COVID pandemic ease and availability at dealerships rise. The average age of U.S. cars and light trucks this year rose to a record 12.6 years, according to the report by S&P Global Mobility, up by two months from 2023. S&P said it expects those aged six to 14 years or older to account for 70 per cent of the vehicles in operation over the next five years.

road chats

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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.

Sad Summer – Trudeau's Version

Boy, would we love to be a fly on the wall inside the Prime Minister's Office these days.

Nearly two months removed from the federal budget — one tailored to address the pressing anxieties of young families and voters with an aggressive housing plan — and just weeks out from hitting the barbeque circuit, the Liberals and Prime Minister himself continue to find themselves in the depths of a polling depression.

For the Liberals, this is indicative of the growing consensus that it's time for change, but what type of change, specifically?

Take the budget, for example. While the federal budget as a whole earned the support of only about half of Canadians, individual elements scored much higher. Then, consider recent Abacus polling which found that despite strong approvals of Poilievre — and the Conservative polling dominance — Canadians overwhelmingly don't want him to overturn signature Liberal policies such as child care or dental care, want continued abortion access, and believe climate change must be taken seriously.

So, Canadians seem to remain aligned with Trudeau's policies and core issue sets, but not the man. This brings us to the growing anticipation of Trudeau's departure.

Without the expected 'budget bump' to quell worries about their slumping polls, the hushed utterances around Ottawa of Trudeau's departure have picked

up significantly, with some circles suggesting the Prime Minister may announce his resignation by Canada Day.

Meanwhile, far removed from Ottawa, the pressure on Trudeau to step down continues to grow, with provincial Liberal candidates — such as Owen Burt of Newfoundland — disavowing Trudeau and coming out as a card-carrying member of the federal Conservative Party in their bid to be elected.

But Trudeau is a shrewd politician. He understands that he can't leave his party in a worse position than when he assumed leadership. With external events such as the Israel-Palestine conflict causing considerable friction in his caucus, he is likely to time an exit such that it doesn't risk dividing the caucus under a fractious leadership race.

For that reason, we'll be keeping an eye on external events as we assess the developing situation.

Carbon Tax Debate – Carney's Version

With Trudeau's departure seemingly imminent, what has his most public potential successor been up to?

Former Governor of the Bank of Canada (and England) Mark Carney continues to provide deep thoughts on substantive policy issues and scathing critiques of Pierre Poilievre's approach to politics and government. But gone from his public engagements is his defence of the carbon tax.

Indeed, after weeks of Conservative calls for Carney to testify before a parliamentary committee about how much he'll hike the Trudeau carbon tax, Carney used an appearance before a Senate committee to conclude that, while the carbon tax has served a purpose until now, Canada should look for better solutions and a credible alternative.

Prepping for Poilievre

In closing, we turn our attention to the Conservative Leader and his recent posturing in relation to corporate Canada and corporate lobbyists. In an op-ed shared with the National Post, Poilievre provided a blueprint for persuading the future government.

As we move forward, this blueprint will guide when, how, and with whom CEMA engages at the federal

level, and it's important for members to consider this in their own activities.

The When: To ensure a policy is implemented, organizations must publicly advocate for and support the idea with voters and workers throughout all stages of the process, especially when opposing groups and politicians attack it. Sustained communications activities will be critical to success.

The How: The next government won't be persuaded by traditional media, like op-eds; the approach needs to be digital. This will include new forms of mobilization to amplify CEMA messaging.

The Who: For any policy to be implemented by Poilievre's government, it will not only need to be supported by voters and workers, but these audiences will also need to communicate their support directly to the government and Conservative Members of Parliament, making grassroots tactics more important.

CEMA is actively preparing for this new advocacy landscape and is pleased to support members in this regard.



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

[OPEC REMAINS OPTIMISTIC ABOUT GLOBAL OIL DEMAND](#)

The global economy has been relatively resilient in recent months, which has led OPEC to continue to anticipate robust oil demand growth this year and next, OPEC Secretary General Haitham Al Ghais said on May 27.

[BEAR MARKET FOR DIESEL SPELLS FRESH TROUBLES FOR OIL](#)

Profit margins for diesel are slumping as new refineries boost supplies and demand falls, putting oil prices under further downward pressure. The lower refining margins for diesel have already prompted some refiners in Asia to trim the volume of crude oil they process to reduce their diesel output.

[EU ADOPTS RULES ON METHANE EMISSION LIMITS FOR FOSSIL FUEL IMPORTS](#)

The European Union approved on May 27 a set of rules and regulations that will impose methane emissions limits and monitoring of the EU's energy sector and oil, gas, and coal imports beginning in 2030.

UNITED STATES

SHELL LAUNCHES NEW GAS TO IMPROVE PERFORMANCE, EFFICIENCY BECAUSE EV TRANSITION WON'T 'HAPPEN OVERNIGHT'

Even as more drivers make the switch to electric vehicles, gas-powered cars are going to be on the road for quite some time to come. That's why fossil fuel giant Shell PLC is introducing a new, high-grade premium gasoline dubbed Shell V-Power Nitro+, available at 1,400 Shell stations across Canada.

TOYOTA SHOWCASES COMPACT ENGINES ADAPTABLE TO DIFFERENT FUELS

Toyota Motor showcased next-generation engines on May 28 that can be used in cars as varied as hybrids and those running on biofuel, as it targets tougher emissions standards and doubles down on its strategy of selling more than just EVs.

GREEN HYDROGEN TO LIQUID FUELS: OIL GIANT 'EAGER TO LEARN' AFTER INVESTING \$114M IN PIONEERING E-FUEL PRODUCER

Japanese oil producer and refiner Idemitsu Kosan has made a \$114-million investment in pioneering e-fuel producer HIF Global as part of its plans to develop a market for green methanol and synthetic fuels in Japan.

THE 'WORLD'S LARGEST' VACUUM TO SUCK CLIMATE POLLUTION OUT OF THE AIR JUST OPENED

The "world's largest" plant designed to suck planet-heating pollution out of the atmosphere like a giant vacuum began operating in Iceland on May 15. "Mammoth" is the second commercial direct air capture plant opened by Swiss company Climeworks in the country and is 10 times bigger than its predecessor.

VW AND RENAULT END TALKS TO DEVELOP AFFORDABLE EV, SOURCES SAY

Volkswagen has walked away from talks with Renault to jointly develop an affordable electric car in a setback for the EU carmakers' efforts to fend off Chinese rivals. The collapse of negotiations could mean the German carmaker has to go it alone.

BIDEN RELEASING 1 MILLION BARRELS OF GASOLINE FROM

Northeast reserve in bid to lower prices at pump
The Biden administration said May 21 that it is releasing 1 million barrels of gasoline from a Northeast reserve in a bid to lower prices at the pump this summer. The sale, from storage sites in New Jersey and Maine, will be allocated in increments of 100,000 barrels at a time.

U.S. DEMOCRATS PROBE POTENTIAL MANIPULATION OF OIL AND GAS PRICES

A House of Representatives committee has launched an investigation into suspected collusion among oil and gas majors in the United States to inflate prices. The probe comes after the Federal Trade Commission accused former Pioneer Natural Resources Co. chief executive Scott Sheffield of collusion.

EIA WARNS SEVERE HURRICANE SEASON COULD DISRUPT U.S. OIL AND GAS

Up to 25 named storms for this year's hurricane season could wreak more havoc on the American oil and gas industry than ever before, the Energy Information Administration (EIA) said on May 22 in an in-depth analysis of weather's effects on supply and demand.

U.S. CRUDE STOCKPILES RISE UNEXPECTEDLY, GASOLINE DRAWS DOWN AS DEMAND GROWS

U.S. crude oil inventories rose unexpectedly in mid-May due to a big adjustment for unaccounted barrels, while gasoline stockpiles fell as demand grew ahead of the summer driving season, the Energy Information Administration said on May 22.

BIDEN'S PLANS TO ELECTRIFY TRUCKING FACE HARSH REALITY IN THE DESERT

In an effort to electrify the trucking industry, the Biden administration is trying to build charging stations along critical freight routes in the Southwest United States. But creating a corridor for green trucking is easier said than done.

RENEWABLE FUELS TAKE BITE OUT OF U.S.

DIESEL CONSUMPTION

Biodiesel and other renewable diesel fuel oils are displacing a small but growing volume of petroleum-derived distillate fuel oil in the U.S. As a result, manufacturing and freight activity is correlated with total petroleum and renewable fuel oil supplied rather than petroleum distillates alone.

CLEAN ENERGY FUELS TO BUILD NINE RNG PRODUCTION FACILITIES

Clean Energy Fuels is teaming up with Maas Energy Works to build nine renewable natural gas production facilities at dairy farms across seven states. Demand for RNG, compressed natural gas, and liquefied natural gas could grow as fleet owners look to reduce emissions from heavy-duty trucks.

BIPARTISAN BILL WOULD ENCOURAGE USE OF RNG IN TRANSPORTATION

U.S. Senate Bill S. 4389 would provide a \$1.00-per-gallon tax credit for the use of renewable natural gas (RNG) as a transportation fuel. A companion bill was introduced in the U.S. House earlier in the session.

CANADA

PEMBINA PLAYS DOWN POTENTIAL INVESTMENT IN TRANS MOUNTAIN PIPELINE

Calgary-based Pembina formed a partnership with the Western Indigenous Pipeline Group in 2021 to pursue buying a stake in the newly expanded Trans Mountain oil pipeline but in recent months has played down the idea of investing in the project due to uncertainty around shipping tolls.

SUNCOR WANTS TO CUT OUT OIL 'MIDDLEMEN' AND SELL DIRECT TO CUSTOMERS

Suncor Energy Inc. is keeping its focus on boosting profits under new boss Rich Kruger with measures to cut out middlemen planned, including selling straight to customers and expanding its own trading capabilities — thus reducing reliance on third-party oil traders — to maximize profit on each barrel.

WESTERN REGION

NEW \$2B NATURAL GAS PIPELINE TO SUPPLY MASSIVE NET-ZERO PETROCHEMICAL PLANT NEAR EDMONTON

Canadian Utilities Ltd., a subsidiary of Calgary-based holding company Atco Ltd., plans to build a new \$2-billion natural gas pipeline in Alberta that will supply a massive net-zero petrochemical project being built northeast of Edmonton. Construction on the Yellowhead Mainline will begin in 2026.

PEMBINA PIPELINE EXPECTS INVESTMENT DECISION ON CEDAR LNG PROJECT IN JUNE

Pembina Pipeline Corp. said on May 16 progress on its proposed \$4-billion Cedar project remains on track and a final investment decision is expected in June on what would be one of Canada's first liquefied natural gas export terminals.

EMISSIONS-REDUCING COGENERATION PROJECT NEARS FINISH LINE IN ALBERTA'S OIL SANDS

Suncor Energy is nearing completion of its upgraded cogeneration project, providing a boost to Alberta's electrical grid while reducing emissions intensity for the oil sands giant. The \$1.4-billion project is located at Suncor's Base Plant north of Fort McMurray.

GREEN IMPACT PARTNERS PLANS HUGE CARBON-NEGATIVE PROJECT

Green Impact Partners (GIP) plans to purchase 52 acres of bare land from the City of Calgary and transform it into its Future Energy Park. Jesse Douglas, CEO of GIP, says it will be home to North America's largest carbon-negative renewable natural gas project.

'HYDROGEN HIGHWAY' NETWORK OF REFUELLING STATIONS TO SPAN ALBERTA CITIES

Gas producer Air Products announced it intends to build several hydrogen refuelling stations along a highway linking the two largest cities in

Alberta, even though interest in hydrogen to reduce greenhouse gas emissions in transportation remains sluggish.

PRAIRIE REGION

WINNIPEG TRANSIT POISED TO AWARD HYDROGEN-GENERATION CONTRACT TO ALBERTA FIRM

Winnipeg Transit is poised to award a \$9-million contract to an Alberta company to design and build a way to use methanol to generate hydrogen to fuel new zero-emission buses. Transit officials hope this will pave the way for even cleaner forms of hydrogen production in Manitoba.

ONTARIO/QUEBEC REGION

IGPC ETHANOL REACHES 1 BILLION LITRES OF ETHANOL PRODUCTION

Since it opened more than six years ago, IGPC Ethanol Inc.'s fuel ethanol facility in Aylmer, Ontario, has produced over one billion litres of ethanol, a substantial milestone in the company's history.

A 1ST IN CANADA, \$1.6B EV BATTERY SEPARATOR PLANT TO OPEN IN PORT COLBORNE, ONTARIO, IN 2027

A small city nestled in southern Ontario's Niagara Region will be home to a new \$1.6-billion electric vehicle (EV) battery plant that was officially announced May 14. Asahi Kasei Corp. has invested in the Port Colborne facility.

ATLANTIC REGION

ARTHUR IRVING, WHO LED FAMILY OIL REFINERY'S VAST EXPANSION, DIES AT 93

Arthur Irving, the billionaire who shaped Atlantic Canada as head of New Brunswick's Irving Oil,

died May 13 at the age of 93. The company flourished under his watch as one of the country's leading companies. However, Mr. Irving's death also leaves questions about the future of the energy giant.

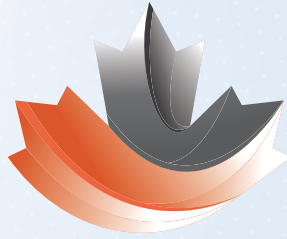
NORTHERN REGION

NORMAN WELLS AND TULITA, N.W.T., WON'T GET BARGE DELIVERIES THIS YEAR

Two N.W.T. communities won't receive barge deliveries this year due to low water levels on the Mackenzie River. The territory's Department of Infrastructure brought extra fuel to the area in the winter and says there is enough to last until winter road season arrives.



2024 GOLF CHALLENGE

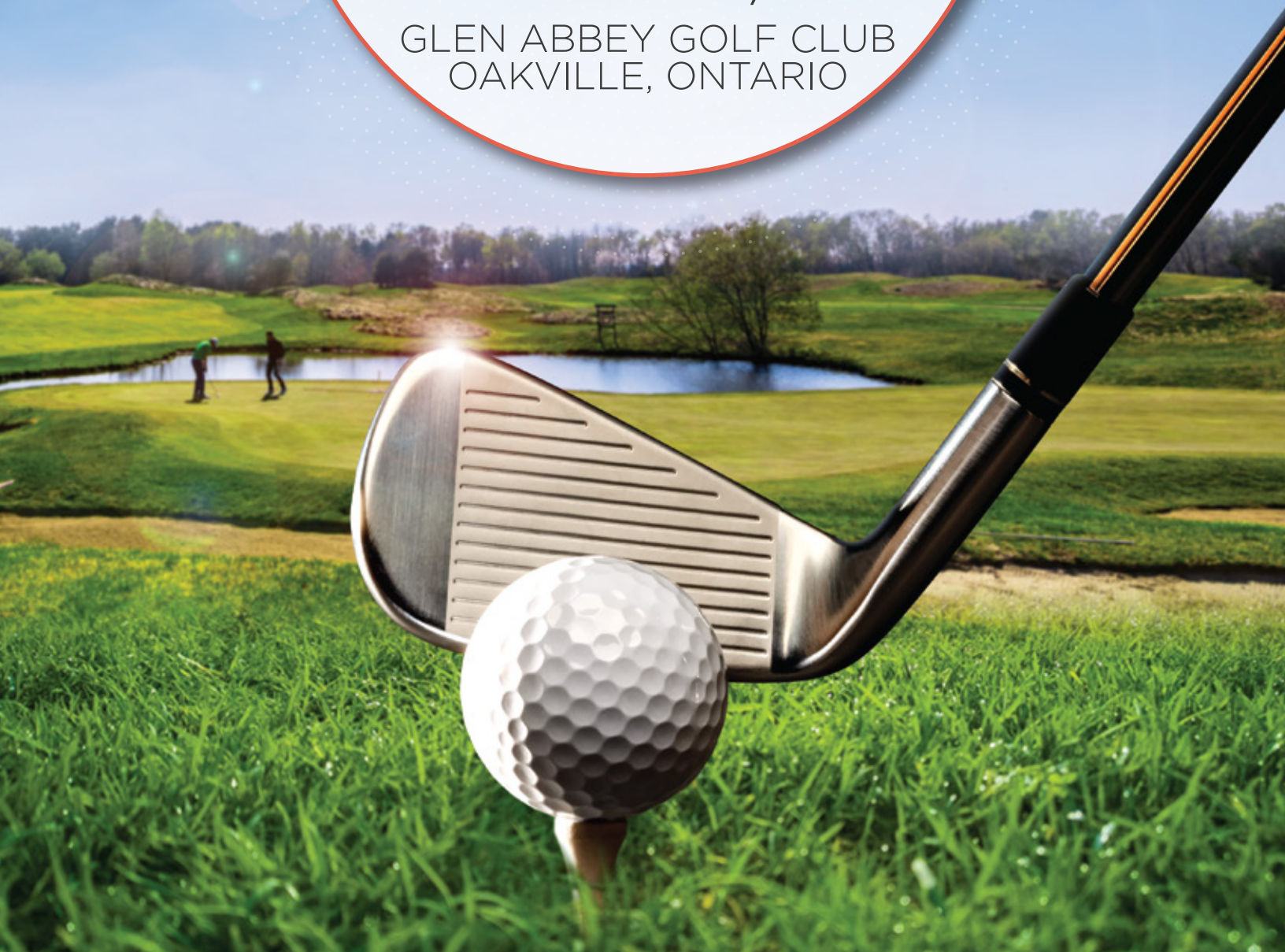


C E M A

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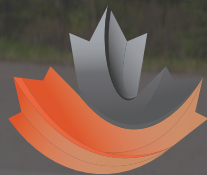




CEMA

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We want to share the successes of our Members.
If you want to feature your company's recent
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