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OCT 2025

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**GOVERNMENT POLICY
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ADVOCACY CORNER

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FULL MEMBERS



ASSOCIATE 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.

CEMA

IS PROUD TO ANNOUNCE THE
APPOINTMENT OF ITS NEW PRESIDENT
AND CEO, **JAKE ENWRIGHT**





MESSAGE FROM THE PRESIDENT

JAKE ENWRIGHT | **PRESIDENT & CEO**

CEMA Members,

I want to begin by thanking you all for your kind words and support as I start this new role representing and supporting our industry. I especially want to thank the CEMA Board and its Chair for this opportunity and acknowledge outgoing President Jennifer Stewart.

Jennifer's dedication and determination to advocating for Canada's retail and wholesale fuel sector have been invaluable, and the industry and our association are all the better for her tireless work. By preventing inconsistent pay-at-the-pump rules, protecting consumer point-of-sale reward systems, and advocating for federal support for industry-specific capital investments, Jennifer has been a leader in protecting and promoting our industry. Thank you, Jennifer.

Fuel is the lifeblood of our economy.

However, our industry is constantly faced with a barrage of unfair and inconsistent policies across the country. Issues like the federal carbon tax rebate, Ontario's domestic renewable content rules, and New Brunswick's carbon adjuster legislation have a material impact on our industry. These are the kinds of policies that CEMA will continue to advocate against relentlessly. If governments across this country are determined to build one national economy, as they claim, they need to start by abandoning these ill-conceived policies and making it easier to do business and sell fuel.

I look forward to continuing to advocate for and represent the interests of all CEMA Members. As always, if you need any support, please do not hesitate to contact me.

Kind regards,

Jake Enwright

Jake Enwright
President & CEO
Canadian Energy Marketers Association

STAYING CONNECTED



CEMA CONNECTION 2025 EVENTS, PODCASTS, WEBINARS

REGISTER NOW FOR THE 2026 CANADIAN ENERGY MARKETING CONFERENCE

The Canadian Energy Marketing Conference returns to Montreal April 20-22, 2026. Join industry leaders, innovators, and experts to explore the future of energy marketing. **Secure your spot with EARLY BIRD pricing!**

ROAD CHATS, SEASON 5, EPISODE 4

In this episode, host Catherine Clark talks to David Adams, President and CEO of the Global Automakers of Canada. The pair discuss the impact of U.S. tariffs and Canadian government mandates on the auto industry, along with the uncertainty caused by U.S. policies and the challenges of meeting zero-emission vehicle targets. Adams also describes the potential for Canada to lead in electric vehicle (EV) development, focusing on long-term investments and alignment with global trends. Listen **here**.

CEMA ON SOCIAL MEDIA

Follow CEMA on **LinkedIn** 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

Carney pitches Asia on Canada as energy superpower

Prime Minister Mark Carney pitched Canada as a **reliable trading partner** with ample natural gas and critical minerals at a meeting of Asian leaders, as part of his bid to shift trade away from the increasingly protectionist and unpredictable United States. Speaking at the 11-country Association of

Southeast Asian Nations summit on October 26, Carney predicted countries would trade more with each other and less with the United States in the future. He told the leaders gathered that Canada is working to expedite export of its natural resources, putting a particular emphasis on the energy sector.

Scheer calls for end to oil and gas production caps, pushes for more pipelines

Conservative MP Andrew Scheer is **calling on the federal government** to remove restrictions on Canada's energy sector and commit to new pipeline projects, saying the country must act quickly to secure its economic and energy future. Speaking to reporters October 7, Scheer welcomed renewed discussion about the Keystone XL pipeline under U.S. President Donald Trump but argued that the project on its own will not address what he described as systemic problems created by Liberal energy policy. Scheer argued that Ottawa's restrictions pose a greater threat to Canada's energy future than any single cross-border deal.

Leger publishes results of survey on perceptions of pipeline development in Canada

Last week, **Leger conducted a survey** of Canadians to explore their attitudes toward pipeline development and energy policy. They found that almost three-quarters (72 per cent) believe new pipelines are important to Canada's economic future, and 55 per cent are confident new pipelines can be built while adequately protecting the environment. When asked about priorities, 45% of Canadians say the country should strike a balance between building pipelines and reducing fossil fuel use, while 25% prioritize building pipelines and 20% prefer reducing fossil fuel use. You can read the full report [here](#).

WESTERN REGION

Premier Smith affirms Alberta's 2050 net zero goal in testy committee appearance

Alberta Premier Danielle Smith **reiterated her province's commitment** to becoming a carbon-neutral economy by 2050 at a parliamentary committee on October 23, where MPs were studying Canada's emissions reduction plan for the end of this decade. Her virtual appearance included testy exchanges as Bloc Québécois MP Patrick Bonin repeatedly demanded to know whether Smith believes in climate change. She suggested that as a Quebecer, he could not grasp the substance of one of Canada's biggest industries. After a boisterous exchange, Smith said, "We do know we need to get to carbon neutral by 2050 and we have a plan to do that."

Alberta energy minister directed to pursue pipelines, boost oil production

Alberta's energy minister is being directed by Premier Danielle Smith to boost oil production, defend the province's energy sector, and advance major pipeline projects. In a **new mandate letter** signed on October 2, Smith instructed Energy Minister Brian Jean to "secure agreement and approval from the federal government for the construction of a new bitumen pipeline to the northwest coast of British Columbia." At the same time, Jean is expected to be working to advance other projects and to implement a plan to increase Alberta oil production to six million barrels per day by 2030 and eight million barrels per day by 2035.

Pipeline push: Majority of Canadians, including B.C. residents, support the idea of a pipeline to the North Coast

New data from the non-profit Angus Reid Institute finds Canadians – including, importantly, B.C. residents – largely on the same side in **agreeing that a pipeline project from Alberta to the north coast of British Columbia has value and should be supported**. That said, the devil may be in the details, including how and if the project is fast-tracked. On the pro side of the argument, a firm majority (59%) of Canadians, including majorities in every region, say they support the idea of the pipeline, which was put forward by Alberta Premier Danielle Smith. In B.C., support significantly outweighs opposition (56% to 33%).

B.C. braces for new energy boom as Ksi Lisims nears go-ahead

Construction of the \$20-billion Ksi Lisims LNG plant and associated natural gas pipeline **could start as early as the New Year**. The project's partners – a the Nisga'a Government, Western LNG and Rockies LNG – are aiming to make a final investment decision by the end of this year, according to Western LNG spokesperson Rebecca Scott. Ksi Lisims received an environmental certificate on September 15. The associated Prince Rupert Gas Transmission line had earlier received its environmental certificate. It is now up to investors and bankers to decide whether the economics and timing work for a final investment decision.

B.C. First Nations make legal challenges to huge Ksi Lisims LNG project

Two British Columbia First Nations are **taking the federal government to court** to quash a decision approving the Ksi Lisims floating natural-gas facility and marine export terminal. The Lax Kw'alaams Band and the Metlakatla First Nation filed separate judicial review applications in Federal Court earlier this month, alleging the Minister of Environment and Climate Change ignored their concerns about the adverse impacts of the massive LNG project. The Impact Assessment Agency of Canada announced last month that the minister had given the green light to the facility off the northwest coast of B.C.

ONTARIO AND QUEBEC

Opinion: The EV industry is sputtering. Too bad Ontario bet so heavily on a battery-driven future

Globe and Mail European Bureau Chief Eric Reguly describes how car makers are going back to the future and embracing gasoline engines at the expense of batteries. He says the **bursting of the electric vehicle bubble** is bad news for governments around the world, including Ontario's, that bet fortunes of taxpayers' money on the EV "revolution." He says, "Government bets on new technology are always risky.... In this case, the customer has spoken and they don't much want EVs – at least not yet. Canada, especially Ontario, may have bet wrong on battery cars."

ATLANTIC REGION

N.B. regulator launches review of soon-to-be-dead fuel charge

New Brunswick's Energy and Utilities Board (EUB) is **preparing to review a fuel charge** to account for the cost of federal carbon regulations — even though the premier and finance minister have promised repeatedly to scrap the levy by the end of the year. At a scheduling conference October 17, the board decided hearings will go ahead on December 16, 17 and 18. Asked about the EUB holding hearings into a charge the province has promised to eliminate within weeks, Energy Minister René Legacy said the regulator is responsible for its own process. David Young, executive director of regulatory affairs for the EUB, said changes to the board's review process would only be considered if changes to legislation are finalized.

Government of Canada and CUTRIC help Fredericton plan their transition to a zero-emission vehicle fleet

Representatives of the federal government, the mayor of Fredericton, and the Canadian Urban Transit Research and Innovation Consortium **announced October 8** a combined investment of \$177,140 for the development of a strategy to transition the city's public transit fleet to zero emission vehicles through the Zero Emission Transit Fund. The project will see the preparation of a comprehensive low-carbon fleet transition plan,

focusing on the economic, technological, and environmental benefits, as well as the considerations and constraints related to a low-carbon vehicle fleet.

N.S. Energy Minister says 'timing is right' for offshore gas development

Nova Scotia's Environment and Climate Change Minister Trevor Boudreau says several global and domestic factors have aligned to make it **the right moment to pursue offshore natural gas development**. Speaking with reporters while Premier Tim Houston is away on a trade mission to Europe, Boudreau said conversations with international energy companies have been "very encouraging." Boudreau pointed to three key reasons why he believes the timing is right: global instability in energy markets, new cooperation with Ottawa, and the province's need for energy security.

INTERNATIONAL RESEARCH

Global CCS Institute report highlights ethanol, bioenergy CCS project development

The Global CCS Institute's Global Status of CCS 2025 report shows **progress in the carbon capture and storage (CCS) industry** continues despite global headwinds, with seven new biofuel and bioenergy CCS projects currently under construction. According to the report, 27 new CCS projects have come online during the past year, representing a 54 per cent year-on-year increase. A total of 77 CCS projects are now operational across the globe, with an additional 47 projects under construction, 297 projects in advanced development and 313 projects in early development. The report's findings underscore CCS progress has a clear trajectory forward despite global headwinds, geopolitical uncertainties and inflationary pressures. A full copy of the report can be found **here**.

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.

Trade Deals and Trade Dilemmas

Prime Minister Mark Carney has had a month filled with a rollercoaster of meetings and decisions from President Donald Trump. The month began with a promising and industry-encouraging mention of the Keystone XL pipeline in relatively amicable trade talks, the project being something Trump agreed with in his previous term and lamented the cancellation of under former President Biden.

Unfortunately, the month ended with Trump halting trade discussions with Canada and unveiling a new tariff hike. Trump's change of tune was motivated by an anti-tariff ad put out by the Ontario provincial government, one using audio of former President Ronald Reagan speaking negatively about tariffs. Trump reacted by refusing to hold any more talks with Carney and vowing the raise all existing Canadian tariffs by 10 per cent. Despite high hopes for energy collaboration and a more positive relationship with our neighbours to the south, Carney called this development an indication that a broader trade deal "won't be coming anytime soon."

Outside of tumultuous U.S. meetings, the Carney government has made diversification of Canada's energy trade a priority. First, he secured an energy security partnership with the United Kingdom. Then, at the ASEAN Summit in Kuala Lumpur, Carney pitched Canada as an energy superpower, positioning the country as a trade ally that is "reliable" amid U.S. disruptions.

Pain in the Private Sector

The private industry side of the energy sector felt the pain this month. In a restructuring move, Exxon revealed its plans to cut 2,000 jobs in the United Kingdom and Canada. This blow came in tandem with bad news from Imperial Oil, of which Exxon is a majority owner, which announced plans to lay off 20 per cent of its workforce by 2027. About 900 of these lost jobs will be in Calgary, where Imperial's headquarters are located. Alberta Premier Danielle Smith partially blamed Ottawa for the loss of business, saying the industry had been "hampered" by indecision and regulatory burden from the federal government.

Conservative MP and former party leader Andrew Scheer agreed with Smith's sentiment, publicly calling for an end to oil and gas caps and throwing his support behind more pipelines. Scheer also attributed some of the recent private-sector losses in Canada to these caps and called for an end to the West Coast shipping bans.

Provincial Moves

Since proposing a coastal pipeline and dealing with pushback from B.C., Alberta Premier Danielle Smith has continued advocating for Albertan energy, meeting with Carney in Ottawa, with financial sector leaders in Montreal, and with Premier Doug Ford in Toronto. Smith has also been making Alberta's case in the U.S., travelling to Washington D.C., Alaska, and Montana with other government representatives during the month to meet with energy sector leaders. Alberta's recent throne speech promised that the Smith government would pledge new pipelines and a boost for artificial intelligence.

Provincially, Ontario launched the "One Project, One Process" policy to speed up mining development. Ontario's mining sector is essential to Canada's energy and a key piece in making batteries for EVs. Ontario has also signed an MOU with Nova Scotia for collaboration on small modular reactors.

In Nova Scotia, Premier Tim Houston shuffled his cabinet, most notably naming himself as the replacement for former energy minister. This comes after Houston led an energy-related European trade mission on energy, meeting with energy executives in Milan and London to promote Canada's energy sector and Nova Scotia's offshore projects.



ELEVATE YOUR FUEL MANAGEMENT SYSTEM

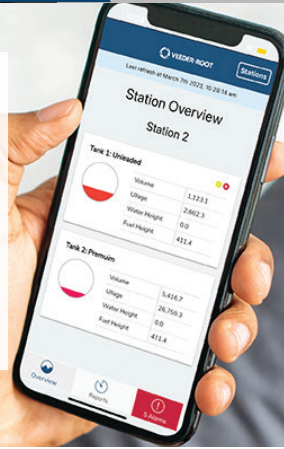
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THE PLUS VIEW App

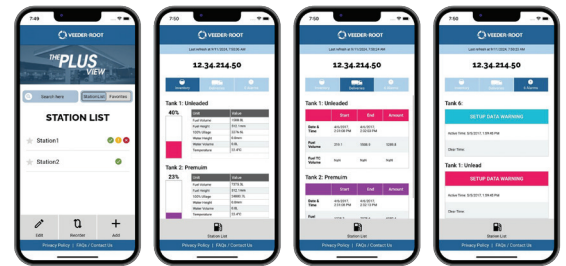
Compatible with the TLS4 & TLS450 PLUS

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BENEFITS OF THE PLUS VIEW APP:

- Station overview for an immediate status check on tank inventory
- Reports tab allows quick access to inventory and last delivery reports
- Alarms tab gives instant access to view active alarms at a site
- Pin favorite sites for easy access in the Station List
- Request a fuel delivery or email a technician for support in the app to optimize workflows



WHY UPGRADE TO THE TLS450 PLUS?



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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.

INTERNATIONAL

[IEA: SUPPLY CHAINS KEY TO SUSTAINABLE FUEL PUSH](#)

A recent International Energy Agency report explores what the world needs to do to scale up production and use of biofuels, biogas, and hydrogen-based fuels. It says global production of renewable biofuels is set to quadruple by 2035. But to make that happen, the links between policy, infrastructure and supply logistics must tighten.

[IT'S OFFICIAL – THE MAJOR GERMAN AND AMERICAN BRANDS ARE BACKTRACKING AND EXTENDING THE LIFE OF THE INTERNAL COMBUSTION ENGINE BEYOND 2035](#)

The future seemed 100% electric until public subsidies disappeared, the economy started cooling, and batteries turned out to be much more expensive than expected. Recently, many automobile manufacturers have revised their goals, reduced investments in battery plants, and postponed electrification plans.

GERMANY'S MERZ SAYS EU SHOULD SCRAP 2035 COMBUSTION ENGINE BAN

German Chancellor Friedrich Merz said on October 6 that he wants the European Union to scrap its planned 2035 deadline for ending new combustion-engine vehicle sales as his country looks for ways to help its ailing car industry. Ahead of a meeting with representatives from the automotive sector, Merz told a reporter that he thought the EU ban was "wrong."

BMW SEES RENEWABLE DIESEL AS A BRIDGE TO FLEET DECARBONIZATION

BMW is centering renewable fuels in its strategy to reduce emissions across existing fleets. At a recent Fleet Europe Days conference in Luxembourg, the automaker outlined new efforts to integrate HVO100, a 100 per cent renewable diesel made from recycled vegetable oil, into its fleet operations.

MEXICO RECOVERS \$10.9 BILLION IN FUEL-SMUGGLING CRACKDOWN

President Claudia Sheinbaum's administration has led a widespread effort this year to stop Mexico's vast networks of criminals who skirt federal taxes to illegally import refined fuels like gasoline and diesel into the country. They have recovered as much as 200 billion pesos (\$10.9 billion U.S.) in tax revenue this year.

U.S.

U.S. TO BUY 1 MILLION BARRELS FOR STRATEGIC PETROLEUM RESERVE

The Trump administration plans to buy 1 million barrels for the U.S. Strategic Petroleum Reserve, taking advantage of low oil prices to begin filling the depleted stockpile. The Energy Department is seeking oil for delivery in December and January.

API URGES CONGRESS TO RETHINK E15 LEGISLATION AMID SHIFTING MARKET REALITIES

American Petroleum Institute President and CEO Mike Sommers said sweeping changes to federal biofuel policy, state volatility mandates, and market conditions have upended the fuels landscape.

Therefore, he urges Congressional leadership to adopt an approach to E15 legislation that reflects today's fuel market realities.

PHILLIPS 66 PLANS FIRST CALIFORNIA-BOUND FUEL PIPELINE

Phillips 66 and Kinder Morgan Inc. plan to build a new pipeline system to California, slated for completion around 2029. As California's in-state refining capacity dwindles, the regional market is becoming increasingly reliant on imported fuels, especially gasoline.

CANADA

HOW ONE PIPELINE TURNED CANADA INTO A GLOBAL ENERGY POWER

The Trans Mountain Expansion project has tripled Canada's crude export capacity to the Pacific, unlocking nearly 600,000 barrels per day of new market access. New Baltic Exchange benchmarks now track Canadian crude shipments to Asia, underscoring the growing importance of this trade route.

U.S. FUNDS TIGHTEN GRIP ON CANADA'S OIL PATCH

According to Jeremy McCrea, managing director at BMO Capital Markets, U.S. investors now own about 59 per cent of Canadian oil and gas companies, up from 56 per cent at the end of 2024, while investments by Canadians have declined to 34 per cent from 37 per cent.

WESTERN REGION

HTEC OPENS BRITISH COLUMBIA'S FIRST COMMERCIAL-SCALE CLEAN HYDROGEN ELECTROLYZER IN BURNABY

HTEC has officially opened its Burnaby Clean Hydrogen Production Facility, including British Columbia's first commercial-scale clean hydrogen electrolyzer. The facility delivers a consistent, locally produced supply of clean hydrogen to fuel HTEC's expanding station network and support fleet customers.

PRAIRIE REGION

CARDINAL ENERGY OPENS REFORD SAGD PROJECT SOUTH OF WILKIE, SASKATCHEWAN

Cardinal Energy Ltd. marked a milestone in Saskatchewan's energy sector October 13 with the ceremonial opening of its Reford Steam-Assisted Gravity Drainage (SAGD) oil project, a 6,000-barrel-per-day operation located south of Wilkie, Saskatchewan. The project is expected to bring long-term economic benefits to the province.

ONTARIO AND QUEBEC

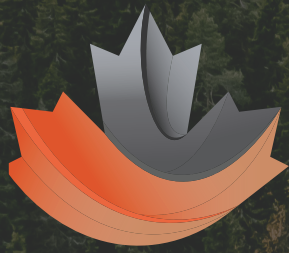
QUEBEC NATURAL GAS PIPELINE COULD EXPORT 'SUBSTANTIAL VOLUMES' TO EUROPE, OFFICIALS SAY

Senior federal officials stated in a briefing document that a proposed liquefied natural gas facility in Quebec had the potential to export large volumes of natural gas to Europe. The project, discussed with those officials by Marinvest Energy Canada in preliminary meetings, would include a natural gas facility in Baie-Comeau, Que.





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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 Jake Enwright at
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