

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

JUNE 2026

# connection

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**PRESIDENT'S MESSAGE**

**GOVERNMENT POLICY  
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**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

PETER KILTY | **PRESIDENT AND CEO**

Hello everyone,

This past week, we held the Western Members' Meeting in Calgary and had the opportunity to see many familiar faces with a great turnout. It is always great to be in the room together, connecting with peers, sharing perspectives and helping to shape the future of our industry together.

We were fortunate to have Janet Brown, Alberta's most recognized pollster and political analyst, as our guest speaker this year. Janet shared her views on the upcoming referendum in Alberta, which, as you can imagine, led to a fantastic, lively exchange of views and opinions from everyone in the room.

Please be on the lookout for information about the September 21 CEMA Golf Challenge in your inbox. Once again, this event will be held at Glen Abbey in Oakville, the former home of the Canadian Open championship.

We have also booked our Eastern Members' Meeting, which will be held at the Muir Hotel in Halifax on October 8. Save the date in your calendar!

We look forward to seeing as many of you as possible at these events.

Over the summer, CEMA will continue to be your advocate on key issues. We will be ramping up our pressure on the federal government regarding the funds owed to retailers and wholesalers following the removal of the carbon and federal excise taxes. We will also continue to push for the support of renewable infrastructure to ensure our voice is heard before the fall budget season.

As we enter the busiest time of the year for our industry, all of us at CEMA want to wish you a great driving season. We hope everyone enjoys some family time and, most importantly, that you, your families, and teams remain safe.

Until next time,

**Peter Kilty**

*President and CEO*

**Canadian Energy Marketers Association**

# STAYING CONNECTED

## CEMA CONNECTION 2026 EVENTS, PODCASTS, WEBINARS



### CEMA GOLF CHALLENGE

#### Registration opens July 6, 2026

We are looking forward to seeing you at the annual CEMA Golf Challenge at Glen Abbey Golf Club in Oakville, Ontario, on September 21, 2026! Sponsorships and foursomes go on sale July 6. Watch for an email with more information.



### EASTERN MEMBERS' MEETING AND AGM

#### Thursday, October 8, 2026

We hope many of you will be able to join us at the Eastern Members' Meeting and AGM, taking place Thursday, October 8, 2026 at the Muir Hotel in Halifax.



### 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

### Lower costs see oil sands emerge as one of North America's most attractive plays

Alberta's oil sands have emerged as one of North America's most attractive oil plays as costs rise in competing basins like the Permian in Texas, according to a **recent report**. The oil sands hold 177 billion barrels of proved reserves, making it the

largest play in North America by a wide margin. Existing operations have some of the continent's lowest production costs, according to Enverus Intelligence Research. Enverus is **calling for more pipeline infrastructure**, projecting that oil sands production growth will fill current capacity in the next seven years.

### G7 backs Canada as major global energy supplier to lessen reliance on Strait of Hormuz

Canada is poised to become a **key, reliable supplier of energy to the G7** after leaders meeting in France embraced its potential to deliver "significant additional capacity" to global markets, reducing dependence on oil and gas coming through the Strait of Hormuz. In a news conference, Carney said it's critical for the global economy to diversify its energy supply routes away from that choke point. "One of the points that I made in the room, in our discussions around Iran and geopolitics was: we have to apply the lessons of recent events," he said.

## **WESTERN REGION**

### **About 3.4 million Albertans will receive \$100 energy rebate from Alberta government**

Twenty years after then-premier Ralph Klein gave every Albertan a \$400 cheque, the current Alberta government is giving each eligible resident a one-time payment of \$100. Premier Danielle Smith announced June 17 that Albertans with combined household incomes of \$225,000 or less and who filed a 2025 tax return are eligible to apply for the new \$100 Alberta Energy Rebate. Applications open on July 1. The rebate **replaces the fuel tax relief program** that put a pause on all or part of the provincial tax portion of gasoline and diesel when oil prices were high.

### **Taxpayer federation says Alberta government must fully suspend fuel tax**

The Canadian Taxpayers Federation is calling on the Alberta government to **cut the fuel tax to zero immediately** instead of forcing taxpayers to apply for rebates. "This government is not keeping its promise to cut fuel taxes next month, and these \$100 rebates are not enough to provide real relief at the pumps," said Kris Sims, CTF Alberta Director. "Finance Minister Jason Nixon should start things off right in his new role and drop the Alberta fuel tax down to zero instead of playing games with rebates."

### **Alberta driving the future of innovative fuels**

Alberta is **reviewing its Renewable Fuels Standard** to reflect today's technologies and markets, keeping fuel affordable and reliable while attracting investment. The provincial government is seeking stakeholder input on ways the Renewable Fuels Standard could better consider current technologies, markets, and fuel use to continue supporting innovation, investment, and competitiveness. Feedback gathered through engagement will inform the government's review of the standard, helping identify opportunities to support low-carbon transportation fuels and an even more flexible, efficient system.

### **Trans Mountain proves the business case for a West Coast pipeline**

The Trans Mountain Expansion (TMX) pipeline celebrated its second birthday, and its gift to its owners, the taxpayers of Canada, is that **it is already full**. In industry speak, it was "apportioned" in June for the first time ever; the pipeline could not accommodate all the requests of oil shippers to use it. While the pipeline had an ignominious start, the ability to get Canadian oil to Pacific tidewater has proven to be priceless. This is all relevant, of course, because another pipeline to the West Coast will be proposed by Alberta by the end of the month.



## PRAIRIE REGION

### **Saskatchewan NDP calls for suspension of fuel tax amidst affordability concerns**

Saskatchewan NDP Shadow Finance Minister Trent Wotherspoon is calling on the provincial government to provide immediate cost-of-living relief by removing provincial sales tax from groceries and children's clothing and **temporarily suspending the provincial fuel tax** on gasoline, diesel, and marked fuel. Speaking in Moose Jaw on June 15, Wotherspoon said Saskatchewan residents are facing financial pressures and argued the provincial government has failed to provide meaningful affordability measures. Wotherspoon said the proposed measures would help families struggling with rising costs.

## ONTARIO AND QUEBEC

### **Quebec enacts Bill 17 to advance natural hydrogen pilot projects**

Quebec has enacted legislation that could accelerate the development of a **new source of clean hydrogen energy within the province**. Bill 17 received royal assent on June 12, authorizing government-backed natural hydrogen pilot projects and establishing a regulatory framework for future development. Supporters say the legislation could help position Quebec as a leader in an emerging energy sector. Quebec Innovative Materials Corporation, which currently holds a 5,000-metre drilling permit in Abitibi-Témiscamingue, welcomed the legislation and said it is prepared to move forward with pilot projects.

### **Quebec walks back 2035 target for ending sale of gas-powered vehicles**

The Quebec government is further **scaling back its electric vehicle goals**, dropping its original target of 100 per cent zero-emission vehicle sales by 2035 to 80 per cent fully electric and hybrid vehicles. The move comes after the province cut back its EV target to 90 per cent last year, though that change had not been officially adopted. Environment Minister Pascale Déry announced the regulatory shift on June 11, citing ongoing supply chain problems, difficulties accessing strategic materials and international trade issues facing the auto industry.

## ATLANTIC REGION

### **Bay du Nord public review period opened June 22**

The Canada-Newfoundland and Labrador Offshore Energy Regulator's **public review period** for the Bay du Nord project began June 22. The public review will be open until August 20. During this time, there will be several in-person and virtual sessions that people can participate in. People can also make written submissions to the regulator. In the two weeks after the virtual information session on June 22, in-person events will be held in Clarenville, Marystown, Corner Brook, Gander, and St. John's.



# 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.

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## Canada Continues to Make International Energy Allies

As the world struggles with the supply chain turmoil caused by the continued tension in the Middle East, Canada has taken the opportunity to step into the spotlight at the G7. Top international leaders meeting at the worldwide summit in France highlighted Canada's energy potential, given its ability to deliver "significant additional capacity" to global markets, reducing dependence on oil and gas passing through the Strait of Hormuz. A joint statement about Canada's energy stability was put out by all the leaders gathering in Évian-les-Bains earlier this month. Prime Minister Mark Carney also spoke publicly about the country's capabilities, saying that, beyond energy from Western Canada, there are "other alternatives in the east" to help diversify the G7 energy supply away from the Persian Gulf.

Canada has also attracted India's attention for its energy resources. India imports roughly 90 per cent of its oil and gas, with the vast majority typically coming from the Middle East. Leaders in India spoke of their strong desire to import more energy from Canada. However, they are currently hindered by regulatory and infrastructure hurdles, as well as the fact that they have to buy Canadian resources through the United States via the Gulf Coast. In an attempt to rectify this, India's High Commissioner to Canada met with Natural Resources Minister Tim Hodgson this month to discuss easing regulatory processes and facilitating trade.

## Provincial Leaders Make Friends in High Places

Not to be outshone by federal leaders, provincial changemakers have also made the energy industry a priority. Alberta's Minister of Energy and Minerals, Brian Jean, has travelled to Japan and South Korea to grow Alberta's energy and minerals partnerships in key Asia-Pacific markets, with discussions centred around the proposed pipeline to Canada's west coast.

Albertan politicians also attended the Clean Economy Bridge Conference 2026 in Berlin to meet with German officials, industry representatives, and innovation leaders to highlight the province's strengths in oil and gas, carbon capture, and emerging technologies.

Meanwhile, Saskatchewan Premier Scott Moe has signed a memorandum of understanding with the Czech Republic's First Deputy Minister Karel Havlíček and Minister of Industry and Trade. The MOU will strengthen the two governments' relationship through cooperation in trade, energy, and innovation. The MOU prioritizes the facilitation of clean energy solutions such as nuclear energy, small modular reactors, micro modular reactors, renewables, and carbon capture, utilization, and storage technologies.

## Energy Inflation Persists

The tensions in the Middle East continue to cause major affordability issues worldwide, even as Canada positions itself as a strong energy partner to reduce reliance on the Strait of Hormuz.

Experts say that despite a slow march towards a resolution between the United States and Iranian officials, it will likely take months for the supply chain to stabilize. The slow pace of shipping and refining crude oil, and doubts about the security of travelling through the strait, continue to weigh on producers, with ships loaded with crude oil stranded in the Persian Gulf for more than three months.

Statistics Canada said June 22 that the annual rate of inflation jumped to 3.2 per cent in May, up from 2.8 per cent in April and notching the highest headline inflation rate since December 2023, with gas prices rising 33.2 per cent year-over-year last month.

In addition to federal affordability adjustments such as the excise tax pause and the federal government's fiscal support for airlines, provinces are also taking action. Alberta has launched a new energy rebate to prioritize affordability amid elevated gas prices, with nearly 3.4 million Albertans eligible to receive \$100.

The world watches with bated breath to see what will emerge from the aftermath of the conflict in the Middle East, with Canada's energy sector working hard to position itself optimally amid a much-changed international supply chain.

# 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

### [QATAR GAS TERMINAL EXPLOSION COULD FURTHER SHAKE MARKETS](#)

An explosion tore through Qatar's key natural gas export terminal June 21 as workers tried to resume operations for the first time since it was bombed by Iran in March, causing a fire that killed at least 13 people and hurt dozens more. The blast could cause further chaos in global energy markets, as Qatar remains one of the world's top natural gas producers.

### [OPEC STICKS TO ROBUST OIL DEMAND OUTLOOK, SEES NO PEAK TO 2050](#)

OPEC maintained its forecast for robust global oil demand growth in the next four years on June 18 and nudged up its longer-term view, citing a worldwide shift towards more supportive policies for oil use and saying there was no sign demand would peak. World demand will rise to 113.3 million bpd in 2030 from 105.1 million barrels per day in 2025, OPEC said.

### [OIL AND GAS SUPPLIES COULD TAKE MONTHS TO RETURN TO NORMAL AFTER IRAN DEAL, ENERGY EXPERTS SAY](#)

High oil and gasoline prices and energy supply problems won't be solved overnight, despite an agreement to end the Iran war and open the Strait of Hormuz announced June 14. It will likely take months before energy companies can resume operations to the point of meeting the world's demand, according to energy experts.

## EU TO MAKE IT HARDER TO SUSPEND CARBON FEE ON IMPORTS

European Union countries agreed June 12 to restrict the circumstances in which the bloc can suspend its carbon emissions fee on imports, potentially helping to provide more certainty for low-carbon investments. The policy aims to protect European industries from being undercut by cheaper, more polluting goods from abroad.

## DAIMLER TRUCK PARTNERS WITH KEYOU ON HYDROGEN COMBUSTION TECHNOLOGY

Daimler Truck AG and KEYOU GmbH will collaborate to bring hydrogen-powered internal combustion engines to market readiness as a complementary drive solution for road freight transport. The aim of the partnership is to provide technology that is available in the near term, economically viable, and robust, complementing existing decarbonized drive solutions.

## DENMARK AND GERMANY LAUNCH EUROPE'S FIRST HYDROGEN SUPERHIGHWAY

Denmark and Germany have taken a major step toward creating Europe's first real hydrogen market, with €1.3 billion in subsidies backing three large-scale green hydrogen projects and a future cross-border supply corridor. The funding helps solve hydrogen's biggest challenge: the lack of coordinated supply, demand, and infrastructure.

## THE PILOT PROGRAM ON COMPREHENSIVE HYDROGEN APPLICATION IN CHINA

China recently launched a major new hydrogen pilot program that marks a decisive shift away from its earlier focus on fuel-cell electric vehicles (FCEVs) toward a broader, multi-sector hydrogen strategy encompassing industrial applications and emerging uses. This policy summarizes the program's structure, funding mechanism, and policy implications.



## U.S.

### TRUMP ACCUSES OIL COMPANIES OF GAS PRICE 'GOUGING,' CALLS FOR DOJ PROBE

President Donald Trump said June 23 that he had instructed the Justice Department to immediately probe oil companies for not lowering gas prices at the pump in line with falling costs, accusing them of "gouging" consumers. Trump did not name any companies in his late-night message on Truth Social, which was posted shortly after midnight.

### THE FEDERAL GAS TAX IS ON TRUMP'S HIT LIST. DATA SHOWS HOW MUCH WOULD BE SAVED WITHOUT IT.

As national gas price averages hover around \$4.50 per gallon, multiple states have suspended their gas taxes, and now President Donald Trump and his Cabinet are talking about doing the same. While a suspension would offer some relief, an NBC News analysis shows that gas prices would still average 35 per cent more per gallon than they were at the start of the Iran war.

### OIL STOCKS IN U.S. STRATEGIC PETROLEUM RESERVE FALL TO LOWEST SINCE 1983

Stocks of crude oil in the U.S. Strategic Petroleum Reserve fell to 331.2 million barrels in mid-June, the lowest level since June 1983, according to data from the Department of Energy, as supplies continued to tighten in the fallout of the U.S.-Iran war. That followed steep drawdowns, part of a U.S. agreement to release 172 million barrels from the facility to help push down fuel prices.

### FUEL ECONOMICS AND FLEET REALITY: THE COST CASE FOR NATURAL GAS IN AMERICAN TRANSPORTATION

The comparison between diesel, compressed natural gas, and electric vehicles is most meaningful when evaluated through the lens of total cost of ownership, operational efficiency, and capital recovery over time. This story describes why natural gas is economically preferable in high-mileage applications where fuel consumption is predictable and refuelling can be centralized or corridor-based.

## CANADA

### FUEL BOOSTS RETAIL SALES GROWTH TO \$73 BILLION IN APRIL: STATISTICS CANADA

Retail sales increased 0.5 per cent to \$73.0 billion in April. Sales were up in five of nine subsectors, led by increases at gasoline stations and fuel vendors, reported Statistics Canada on June 19. The largest increase in retail sales in April was observed at gasoline stations and fuel vendors (+5.1%). In volume terms, sales at gasoline stations and fuel vendors rose 0.8 per cent in April.

## WESTERN REGION

### LNG CANADA SHIPS 100TH LNG CARGO, MARKING MAJOR MILESTONE IN CANADA'S EMERGENCE AS A GLOBAL ENERGY EXPORTER

LNG Canada has announced the shipment of its 100th liquefied natural gas (LNG) cargo from its export terminal in Kitimat, British Columbia, less than one year after the facility loaded Canada's first-ever large-scale LNG export cargo. This underscores the rapid and successful ramp-up of what has become one of the most important energy infrastructure projects in Canadian history.

### HTEC OPENS FIRST-OF-A-KIND HYDROGEN FUEL STATION IN DELTA

HTEC has cut the ribbon on what it says is Canada's first commercial-scale hydrogen refuelling station of its calibre for heavy-duty trucks, located in the industrial port terminal of Delta, B.C. The Tsawwassen Heavy-Duty Hydrogen Station supports the deployment of a dozen Class 7 and 8 fuel-cell electric trucks funded through the B.C. Hydrogen Truck Pilot Project and the B.C. Hydrogen Ports Project.

## **SOUTH KOREA'S HANWHA SIGNS MOU WITH KANATA LNG PROPOSAL IN B.C.**

Seoul-based shipbuilder Hanwha Ocean Co. Ltd. has entered a non-binding memorandum of understanding with Vancouver-based Kanata Clean Power & Climate Technologies Corp., a development company that partners with First Nations, for the proposed development of Kanata LNG, a floating export project planned for Prince Rupert, B.C.

### **ONTARIO AND QUEBEC**

## **ALIMENTATION COUCHE-TARD FINDS UPSIDE IN 'VOLATILE' GAS MARKET: CEO**

One of Canada's largest gas station operators managed to grow its profit and revenue even as the Middle East war choked the global flow of fuel. Alimentation Couche-Tard Inc. reported a fourth-quarter profit attributable to shareholders of \$863.4 million, up from \$439.4 million in the same quarter last year.

## **HONDA SUSPENDS \$15-BILLION ONTARIO PROJECT**

Honda's electric vehicle (EV) expansion plans in Canada appear to be hanging by a thread. According to a report out of Japan from Nikkei Asia, the automaker has halted plans for its previously announced \$15 billion Canadian EV and battery project in Ontario, as slowing demand for electric vehicles in the United States forces the company to rethink its strategy.

### **ATLANTIC REGION**

## **BRAYA RENEWABLE FUELS CELEBRATES FIRST SALE OF RENEWABLE DIESEL FOR THE CANADIAN MARKET**

On June 15, Braya Renewable Fuels celebrated an exciting milestone when the Come By Chance refinery completed its first sale of renewable diesel for the Canadian market. The 100,000-barrel sale, with the possibility of additional deliveries in the future, marks a positive expansion in Braya's customer base and further signals the growth of the Canadian renewable energy market.

## **FINAL DECISION ON BAY DU NORD SET FOR EARLY 2027 AS ESTIMATED OIL RESERVES GROW**

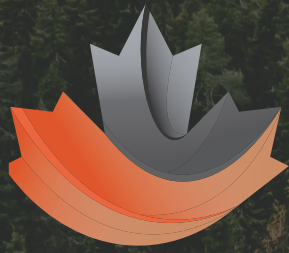
Equinor will decide in early 2027 whether it will proceed with its proposed Bay du Nord oil project off the east coast of Newfoundland, a company executive told investors June 16 at the New York Stock Exchange. Bay du Nord is expected to create "significant value and longevity" for Equinor, said Geir Tungesvik, the Norwegian energy company's executive vice-president of projects, drilling, and procurement.





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Members for working  
so hard to fuel Canada.  
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