

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

MARCH 2025

connection

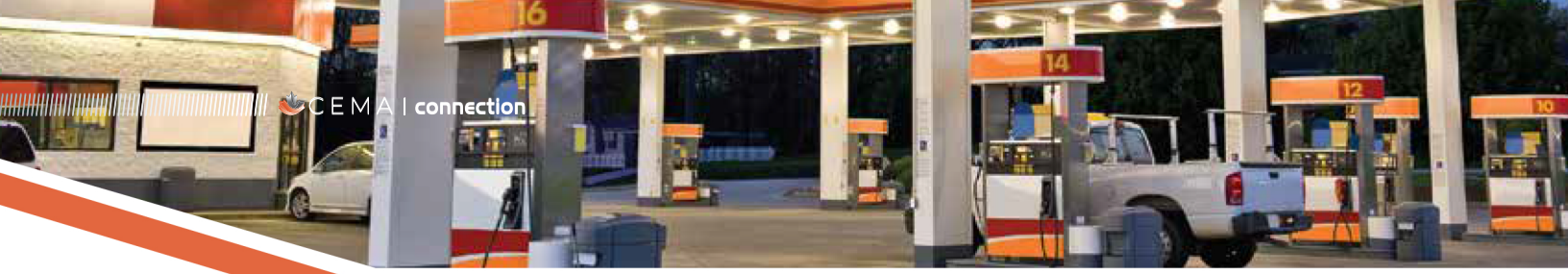
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PRESIDENT'S MESSAGE

**GOVERNMENT POLICY
AND INDUSTRY UPDATES**

ADVOCACY CORNER

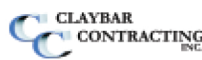
SECTOR NEWS UPDATES



FULL MEMBERS



ASSOCIATE MEMBERS



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- 16** | **THANKS TO OUR MEMBERS**

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,

Attending the annual Canadian Energy Marketing Conference always provides an excellent opportunity to network with delegates from across the country and gain valuable insights from a stellar lineup of speakers. This year will be no different.

However, the current climate of heightened uncertainty and rapid change makes it particularly important to meet in person to discuss developments in our industry and our country. I have no doubt that by the end of the conference attendees will feel informed, inspired, and united as we move forward together.

Given the dates of the event, the political pundit panel on April 29 will be timely. I look forward to a lively discussion analyzing the outcome of the previous day's federal election and how it could affect our Members. That will be followed by further important insights about public sentiment by David Coletto, CEO of Abacus Data.

All that is, of course, in addition to a compelling keynote address by former Member of Cabinet for the Conservative Party of Canada John Baird, leading-edge information from industry leaders, and an engaging morning with hockey legend Doug Gilmour to round things out.

This year, more than ever, I hope to see you at the conference. Time is running out, so be sure to register today if you haven't already.

Warm regards,

Jennifer Stewart
President and CEO

Canadian Energy Marketers Association

CEMA CONNECTION
2025 EVENTS, PODCASTS, WEBINARS

2025 CANADIAN ENERGY MARKETING CONFERENCE

You'll love the exciting lineup of speakers at this year's Canadian Energy Marketing Conference presented by National Energy Equipment Inc. and Gilbarco Veeder-Root, taking place April 28-30, 2025, at the Marriott Downtown at CF Toronto Eaton Centre.

This year's speaker lineup includes:

- Keynote speaker the **Hon. John Baird**, former Minister of Foreign Affairs
- The **Political Pundit Panel**
- **David Adams**, President of Global Automakers of Canada
- **Bob Larocque**, President and CEO of the Canadian Fuels Association
- **Anne Kothawala**, President and CEO of the Convenience Industry Council of Canada
- **David Coletto**, President and CEO of Abacus Data
- **Avery Swartz**, Founder and CEO of Camp Tech
- Breakfast speaker **Doug Gilmour**, former Toronto Maple Leaf and NHL Hall of Fame inductee

For conference information or to register, [visit the event website!](#)

PODCAST: ROAD CHATS
SEASON 5, EPISODE 2

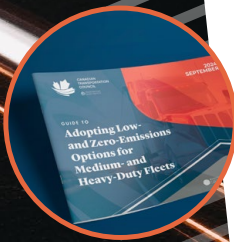
How is Bill C-59 reshaping the future of Canada's energy sector? In this episode of Road Chats, host Catherine Clark speaks with Bryan Detchou, Senior Director, Natural Resources, Environment and Sustainability at the Canadian Chamber of Commerce, and Dr. Heather Exner-Pirot, Senior Fellow and Director of Energy, Natural Resources and Environment at the Macdonald-Laurier Institute, about the federal government's sweeping new rules on greenwashing — and how they're hitting the oil and gas industry hardest.

From high-stakes fines to vague standards and legal uncertainty, they explore how Bill C-59 is not only threatening transparency and innovation but also silencing legitimate sustainability efforts across the fuel and energy sector. If you're in the business of powering Canada, this conversation is one you can't afford to miss. [Listen here!](#)

FUTURE-PROOF YOUR FLEET: WEBINAR ON LOW- AND ZERO-EMISSION SOLUTIONS FROM THE CANADIAN TRANSPORTATION COUNCIL

Canadian medium- and heavy-duty fleet owners: Looking to cut costs and gain a competitive edge with sustainable practices? With evolving ZEV policies and fluctuating fuel costs, navigating fleet investments can be complex. Join the Canadian Transportation Council's webinar to explore cost-saving strategies, emerging vehicle technologies, and real-world case studies. Discover the **Future Ready Fleets Initiative**, a practical guide to adopting low- and zero-emission solutions, including a fleet conversion calculator.

Register today and receive the webinar recording by contacting Liz Menz at lmenz@transportationenergy.org.



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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

Energy CEOs to Canadian leaders: An urgent plan to strengthen economic sovereignty

On March 19, 14 CEOs representing the four largest pipeline companies and 10 largest oil and natural gas companies **released a letter** to Canada's political party leaders outlining an urgent action plan to strengthen Canadian economic sovereignty through our energy industry. The open letter calls for a rapid, dramatic regulatory restructuring to enable investment in critical oil and natural gas infrastructure across Canada. To read the full letter and view the signatories, click [here](#).

Consumers could find 'meaningful savings' as carbon price ends: Desjardins

Canadians can expect to feel the absence of the consumer carbon price at the pumps immediately, but it may take longer to notice a difference in the price of other goods, a report released March 19 suggests. The **analysis by Desjardins Economics** came less than a week after Prime Minister Mark Carney and his new Liberal cabinet ordered that the consumer levy be set to zero on April 1. The report suggests that move will push overall inflation down over the next year, which could give the Bank of Canada a bit of breathing room for lowering interest rates and supporting the Canadian economy through the trade war with the United States.

Mark Carney will maintain oil and gas emissions cap, environment minister says

A Mark Carney government will **maintain the cap on emissions** from the production of oil and gas, Environment Minister Terry Duguid said in a recent interview. Under former prime minister Justin Trudeau, the Liberals promised in the 2021 election to cap emissions from oil and gas and began the process to regulate the cap a year later. In November, they introduced draft regulations – two years behind schedule – that require producers to cut emissions by about one-third over the next eight years, and said that the regulations did not place a cap on production.

Ottawa's deal to export hydrogen to Germany awaits more federal funding decisions

The August 2022 deal to send Canadian green hydrogen exports to Germany is awaiting Ottawa's final decision on funding and a verdict from European regulators on whether the project has adequate competition. Last July, Canada and Germany jointly pledged \$600 million to the project. Global Affairs Canada said the money was intended to "help Canadian companies access German markets" and "ensure Germany has access to competitively priced clean energy products" from Canada. A Global Affairs director-general said last month the project **might need more money**.

Canadian Hydrogen Codes and Standards Roadmap

Natural Resources Canada's Codes and Standards Working Group has released the **Canadian Hydrogen Codes and Standards Roadmap** to support the implementation of the recommendations of the Hydrogen Strategy for Canada. The report focuses on identifying and prioritizing the most critical gaps for the deployment of the hydrogen economy. It provides information about why the roadmap was developed, contains a detailed technical section for hydrogen professionals, offers a summary of the roadmap's work, and ends with a policy-related call to action.

It's time for Canadians to challenge the American domination of the LNG space

As the world grapples with global warming, natural gas is the perfect transition fuel. It generates half the CO2 emissions of coal, provides needed grid backup for intermittent renewable wind and solar power, and it is relatively easy to commission. Canada has extensive natural gas reserves, but these reserves are less valuable if we can't get them to offshore markets where countries will pay a premium for energy generation. If Canada wants to sell its LNG to the global market, it **needs to be at the starting line now**.

PROVINCIAL & TERRITORIAL POLICY TRENDS

WESTERN REGION

Alberta introduces bill to ban federal employees from collecting emissions data from energy companies

Alberta is once again telling Canada to back off the oil and gas industry. This time, the province is amending the Critical Infrastructure Defence Act to **ban federal employees from obtaining emissions data** from energy companies. "What we're asserting is that we own the emissions data that comes from the oil and gas operations that we license, [those] we permit, and [those] that develop it on our behalf," said Alberta Premier Danielle Smith at a

press conference in Edmonton March 19. Bill 45 is part of an ongoing effort to fight a proposed federal emissions cap, which the UCP government says will slow production and hurt workers.

B.C. will do away with provincial consumer carbon tax, energy minister says

Energy and Climate Solutions Minister Adrian Dix said his government will follow through on a pledge to **eliminate B.C.'s own consumer carbon tax** in response to U.S. tariffs, among other measures. The end of the consumer carbon tax will mean cheaper gas – saving as much as 17 cents per litre – but also leave a **\$1.5-billion hole in the B.C. budget**. And some who had been receiving the carbon tax credit won't see equal savings at the pump once the carbon tax is scrapped, according to Werner Antweiler, associate professor at the Sauder School of Business at the University of British Columbia.

Alberta has nearly six times the natural gas it thought, putting Canada among world's top 10

Alberta's proven natural gas reserves have **increased nearly sixfold** to 130 trillion cubic feet since they were last assessed, according to a new study. There are signs that the Permian Basin in the U.S. may be entering its twilight, with producers experiencing well productivity issues and slowing production growth. The answer for U.S. companies and investors looking for more accessible resources and economic opportunities lies in the vast Alberta oilsands and Canada's prolific Montney shale play, said Mike Verney, Executive Vice-President of Calgary-based petroleum reserves audit firm McDaniel & Associates Consultants Ltd.

Canada invests \$49M in hydrogen liquefaction facility in British Columbia

On March 20, the federal government announced a \$49-million investment in HTEC through the Strategic Innovation Fund. It will support the company's \$472-million project to build and operate a facility that will capture and liquefy 15 tonnes per day of industrial by-product hydrogen in North Vancouver, turning waste into a valuable, clean fuel. This will facilitate cost-effective distribution of low-carbon hydrogen to HTEC's refuelling station network in B.C. and Alberta. Once completed, the project will be the **first full-value chain ecosystem for heavy-duty fuel cell electric trucks** in Canada.

Alberta premier not sold on killing of consumer carbon tax, wants industrial levy plan

Despite calling for its demise for years, Alberta Premier Danielle Smith says she isn't impressed by the new prime minister's move to kill the consumer carbon levy. On March 14 — moments after news broke that Prime Minister Mark Carney had eliminated the pricing scheme — Smith told reporters in Calgary the real test of the new federal government will be how it levies **carbon pricing on industrial polluters**. "I don't think it does Alberta any good if we end up seeing massive increases to industrial carbon taxes," she said.

PRAIRIE REGION

Terminating the consumer carbon tax only 'a step in the right direction,' province says

The Saskatchewan government believes the decision to scrap the federal consumer carbon tax is a "step in the right direction" but wants the entire pricing scheme to be eliminated. In a brief statement issued March 17, the provincial government said they're **calling for the federal government to do more**. "The prime minister still needs to eliminate the other half of the carbon tax that is charged on industry and indirectly paid by consumers," the statement says. Premier Scott Moe has been an opponent of the federal program since it was implemented by former Prime Minister Justin Trudeau in 2019.

ONTARIO AND QUEBEC

Ontario's gas tax cut will be made permanent, Ford's office says ahead of expected price drop at the pumps

The federal government's decision to axe the consumer carbon tax is not dissuading the Ford government from moving ahead with plans to make the Ontario gas tax cut permanent. The 5.7-cent-per-litre cut to the provincial gas tax was first introduced in July 2022 and has been repeatedly extended, dropping Ontario's tax rate on unleaded gasoline from 14.7 cents per litre to 9.0 cents per litre. Premier Doug Ford's office **confirmed March 18** that he will make good on a campaign promise to make the cut permanent.

The government of Quebec releases its Green Hydrogen and Bioenergy Strategy

The Québec Green Hydrogen and Bioenergy Strategy has the purpose of creating a coherent framework and a favourable environment to accelerate the production, distribution and use of green hydrogen and bioenergy. These energy sectors can provide solutions to replace fossil fuels and reduce GHG emissions, even in the most polluting sectors of activity, such as transportation and industry. Learn more **here**.

Bloc Québécois tells Nova Scotia premier Quebec will not be 'highway for dirty oil and gas'

Bloc Québécois leader Yves-François Blanchet sent a letter to the premier of Nova Scotia March 10 reiterating his "**strong opposition** to any project aimed at turning Quebec into a highway for dirty oil and gas from the West." Passing an oil pipeline through 830 waterways, including the St. Lawrence River, presents too many risks for the environment, particularly for drinking water, Blanchet said in his letter. Accepting this would be tantamount to accepting "all the dangers for Quebecers, but none of the benefits," he added.

ATLANTIC REGION

Gas prices fluctuate across Labrador following PUB pricing review

The **price of most fuels saw fluctuations** across Labrador following the Public Utilities Board's review of fuel pricing in the region March 21, while Newfoundland is seeing a small increase in gas prices. The PUB submitted its Labrador pricing review to the provincial government last week, which brought changes to price markups and pricing zone differentials along with the creation of a new pricing zone in Cartwright. Markups for gasoline, diesel and stove oil saw decreases, but some regions saw an increase in price when accounting for market changes.

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.

The Federal Election

Canada's long-awaited and much-speculated-about federal election has been scheduled for April 28. Former Bank of Canada Governor Mark Carney was sworn in as Prime Minister on March 14, and on March 23 he called the election.

Carney secured the position of Prime Minister in a landslide, garnering 85 per cent of ballots in the first round of votes for the Liberal leadership, beating out former Deputy Prime Minister Chrystia Freeland. One of Carney's first acts as Prime Minister was to eliminate the controversial consumer carbon tax. It is set to be removed on April 1. The method by which the government repealed the tax was poorly thought out and has created uncertainty for fuel retailers. CEMA sent members a full briefing on the issue on March 26.

The cabinet of the new Prime Minister included some significant shake-ups. For example, staunch environmental activist Steven Guilbeault was shuffled out of his position as Minister of the Environment. His replacement, Terry Duguid has said the Carney administration would maintain the current Liberal cap on oil and gas emissions. There continues to be no indication that this emissions cap will be applied to the downstream of the supply chain. In response to U.S. tariffs, Carney has been criticized by his opponent for promising to expedite the construction of national pipelines but failing to make that same promise when speaking in Quebec.

Conservative Party of Canada Leader Pierre Poilievre has promised that should his party win the upcoming election, he will eliminate the industrial carbon tax.

The Tariff War

While Canada now faces internal political battles, the month has been fraught with an external tariff tug-of-war with our neighbours to the south. The original sweeping 25 per cent tariffs proposed by U.S. President Donald Trump went into effect on March 4 but were rolled back just two days later, with a pause on all goods deemed compliant by the United States-Mexico-Canada Agreement.

Reciprocal tariffs on steel and aluminum then came into effect on March 13. Those tariffs were initially threatened at 50 per cent by Trump as a reaction to Premier Doug Ford's 25 per cent surcharge on electricity sold to the U.S. Once Ford rolled back the surcharge, the tariffs were lowered.

A 10 per cent tariff on energy, negotiated down from an original threat of 25 per cent, is scheduled to go into effect April 2.

On March 26, the Trump administration announced a 25 per cent tariff on all Canadian-made vehicles exported to the U.S.

Provincial Updates

Ontario Premier Doug Ford's Progressive Conservatives have won another election, again forming a majority government. Ford's government has been very vocal in the tariff battle with the United States and is making developing natural resources and the Ring of Fire a significant priority for his new cabinet. Ford has said reinstating the energy surcharge is still on the table, but he has not retaliated again.

Ford has also been urging Alberta to put a surcharge on their energy as a retaliatory measure, but Premier Danielle Smith has shown no signs of moving in that direction. Smith has been at odds with Carney on emissions caps, with a recent **report from the Independent Parliamentary Budget Officer** saying that the current Liberal target, which caps emissions by about a third from 2019 levels, would lower Canada's GDP by 0.39 per cent and kill 54,400 jobs by 2032, with losses concentrated in the western provinces of Alberta and Saskatchewan.

Saskatchewan Premier Scott Moe has joined the Governor's Coalition on Energy Security, a group Smith is also part of. Moe says strengthening the

energy-producing provinces' connection with their American neighbours is a key reason for joining the coalition.

In New Brunswick, the promised removal of the carbon adjuster is still delayed. N.B. fuel producers have warned the removal could lead to a reduction or all-out stop in deliveries to rural areas.

Across Industry

Despite talks of exemptions and reductions on tariffs on Canadian energy and the pause of tariffs on United States-Mexico-Canada Agreement goods and services, the energy industry in Canada has felt the pain of the on-and-off again policy decisions from our neighbours to the south. Oil futures declined for their seventh straight week as market tumult continues, with the United States stock market tumbling as President Trump refused to rule out a recession.

An economic prediction from BMO states that the impact of the economic downturn could lead to more than 100,000 net job losses and push the unemployment rate to 8 per cent by year-end. The **Canadian dollar** is expected to fall to 67 cents U.S. from just below 70 cents U.S.

Don't miss these incredible speakers at the **Canadian Energy Marketing Conference:**

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HON. JOHN R. BAIRD

Former Minister of Foreign Affairs
Conservative Party Of Canada

DAVID COLETTO

President and CEO
Abacus Data

DAVID ADAMS

President of Global
Automakers of Canada

AVERY SWARTZ

Founder and CEO
Tech Camp

BOB LAROCQUE

President and CEO
Canadian Fuels Association

ANNE KOTHAWALA

President and CEO
Convenience Industry
Council of Canada

DOUG GILMOUR

Former NHL Player and
Hockey Hall of Fame
Inductee

JENNIFER STEWART

President and CEO
Canadian Energy Marketers Association

CATHERINE CLARK

Emcee and
Entrepreneur

April 28-30, 2025

Marriott Downtown at CF Toronto Eaton Centre | Toronto, Ontario

Register Here

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

[OIL'S OVERSUPPLY SPIRAL: CAN PRICES STAY ABOVE \\$60?](#)

The International Energy Agency reports that crude supply is outpacing demand by 600,000 bpd and is slashing its demand outlook for the year. The world's biggest oil traders are also turning bearish as overproduction ramps up both inside and outside OPEC.

[WHY OPEC+ IS SUPPORTING A POTENTIALLY DISASTROUS RISE IN OIL PRODUCTION](#)

OPEC+ is increasing production despite economic risks. Saudi Arabia and OPEC+ are wary of another oil price war with the U.S. under Trump, given their heavy financial losses during the 2014-2016 price war.

[CHINA STOPS BUYING U.S. LNG](#)

China has not received a single cargo of U.S. liquefied natural gas in 40 days and there are currently no LNG tankers en route to the country. The purchase freeze is the result of President Donald Trump's tariffs.

BRAZIL MOVES FORWARD TO BOOST ETHANOL BLEND IN GASOLINE

The world's second-largest producer of ethanol, Brazil, is set to increase the blend of biofuel in gasoline. An increase in the blend of ethanol in regular gasoline to 30 per cent from the current level of 27.5 per cent is planned after technical tests indicated there would be no harm to car engines.

AUDI WILL KEEP COMBUSTION ENGINES ALIVE BEYOND 2032

Audi, which had previously planned to end internal combustion engine development in 2026 and go fully electric around 2032, has announced that it will delay its shift to a purely electric lineup. However, it still sees plug-in hybrids as a central part of its portfolio.

U.S.

'DRILL, BABY, DRILL' MANTRA SET TO MAKE U.S. LNG EXPORTS LESS COMPETITIVE

President Donald Trump's push to make oil cheap again and rein in inflation may end up triggering unforeseen negative consequences for U.S. LNG exporters. Brent prices falling to \$50 a barrel could make most American gas more expensive than what's being offered elsewhere.

HAROLD HAMM: 'DRILL, BABY, DRILL' NEEDS \$80 OIL

U.S. shale needs higher oil prices than the current WTI Crude price in the high \$60s for a "drill, baby, drill" boom, oil tycoon and Trump campaign donor Harold Hamm says. American producers would need an oil price of around \$80 per barrel to cover the cost of drilling wells.

EPA TARGETS HEAVY-TRUCK EMISSION RULES FOR LIKELY ROLLBACK

The U.S. Environmental Protection Agency is reopening its Greenhouse Gas Emissions Standards for Heavy-Duty Vehicles rules as well as its Heavy-Duty Nitrous Oxide rule as part of a sweeping review of the Biden administration's Clean Trucks Plan.

U.S. CRUDE OIL INVENTORIES DECREASE BY 3.3 MILLION BARRELS

As of March 21, U.S. commercial crude oil inventories (excluding those in the Strategic Petroleum Reserve) decreased by 3.3 million barrels from the previous week. At 433.6 million barrels, U.S. crude oil inventories are 5 per cent below the five-year average for this time of year.

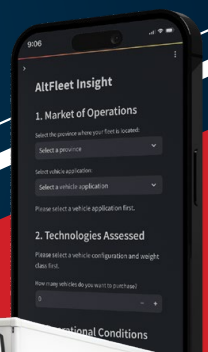
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TRUMP: NATIONS THAT BUY VENEZUELAN OIL WILL FACE 25% TARIFF

President Donald Trump said March 24 he would be placing a 25 per cent tariff on all imports from any country that buys oil or gas from Venezuela as well as imposing new tariffs on the South American country itself starting April 2.

PRAIRIE REGION

SASKATCHEWAN STUDENTS GAIN INVALUABLE SKILLS THROUGH NEW OIL AND GAS COURSES

The Saskatchewan Distance Learning Centre is opening doors for high school students interested in careers in the oil and gas industry. Its new online courses offer a mix of theoretical knowledge and hands-on workplace experience, providing students with a well-rounded introduction to the sector.

ONTARIO AND QUEBEC

YORK REGION TRANSIT SIGNS CONTRACT FOR 170 CLEAN-DIESEL BUSES FROM NEW FLYER

New Flyer Industries Canada, a subsidiary of leading independent bus and coach manufacturer NFI Group Inc, announced March 14 it has been awarded a contract with York Region Transit in Ontario for 170 Xcelsior® clean-diesel transit buses, to be delivered over the next three years.

ATLANTIC REGION

QIMC ANNOUNCES TRANSFORMATIVE EXPANSION WITH LAUNCH OF NEW HYDROGEN EXPLORATION CAMP IN NOVA SCOTIA

Quebec Innovative Materials Corp. on March 20 announced a major expansion of its natural clean renewable hydrogen exploration activities with the establishment of a new exploration camp in the Cumberland Basin, Nova Scotia. This positions the company to access international hydrogen export markets via existing Atlantic port infrastructure.

NORTHERN REGION

THE UNEXPECTED RENAISSANCE OF NATURAL GAS IN THE YUKON'S NEIGHBOURHOOD

Natural gas's momentum is surging all around the Yukon's neighbourhood. Just across the NWT border in Inuvik, the M-18 natural gas development is expected to provide natural gas and synthetic diesel for the region for the next 50 years. And there are developments in B.C. and Alaska as well.



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jstewart@cemassociation.ca



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