

New Economy Alliance

POWERING UP CANADA'S ENERGY ADVANTAGE FOR THE 21ST CENTURY

KANANASKIS July 18, 2011: The New Economy Alliance is calling on federal, provincial and territorial governments to act now and develop a comprehensive energy strategy that builds on Canada's global advantage in agricultural, oil and gas, mineral and forest resources.

The Alliance is for the first time bringing together associations representing forestry, chemicals, agriculture, renewable fuels and biotechnology to promote innovation in new technologies that would add value to Canada's vast natural resources. Producing these new bio-fuels, bio-chemicals and bio-materials would maintain and create jobs, generate economic growth, enhance Canada's competitiveness and be environmentally beneficial.

As its initial step, the group is challenging energy ministers now meeting in Kananaskis to develop a national energy vision that would include clean, renewable bio-energy from a broad range of natural resources.

"Canada's forestry industry has emerged as an environmental leader. Making full use of the biomass waste stream from the forest industry could produce the equivalent energy output of nine nuclear reactors." says Avrim Lazar, President and CEO of the Forest Products Association of Canada. "Producing clean energy from trees presents a remarkable opportunity for Canada."

The Alliance recognizes that governments in Canada have taken initial steps to help industry contribute to the emerging new economy. However much more must be done to take advantage of the multi-billion dollar opportunities in the bio-economy and turn Canada into a world leader in new value-added products.

"Canada is uniquely positioned with sustainably harvested agricultural and forest resources to produce clean and renewable bio-fuels," says Doug Hooper of the Canadian Renewable Fuels Association. "Renewable fuels are recognized as the most effective and immediate carbon action strategy to lower greenhouse gas emissions from the transportation sector."

"Not only do we need to add value to our biomass resource, we also need to add value to our oil, gas and mining resource," says Fiona Cook of the Chemistry Industry Association of Canada. "We've got to be about more than the extraction and export of resources."

The New Economy Alliance will be working with governments to advance the bio-economy across the agriculture, forestry, chemical, manufacturing and energy sectors. Integrating new bio-processing technologies within established industrial plants will deliver a vast array of renewable, value-added alternatives, such as solvents, plastics, paints, adhesives, insulation, textiles, and consumer products.

Members of the New Economy Alliance include BIOTEC Canada, Canadian Federation of Agriculture, Canadian Renewable Fuels Association, Chemistry Industry Association of Canada, CropLife Canada, Forest Products Association of Canada, and the Sustainable Chemistry Alliance.

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