



For Immediate Release

May 30, 2018

ALBERTA SAND AND GRAVEL ASSOCIATION PROVIDES INDUSTRY PERSPECTIVE ON THE ROCKY VIEW COUNTY AGGREGATE RESOURCE PLAN

The Alberta Sand and Gravel Association (ASGA) is launching a public communication campaign to share their position on Rocky View County's (RVC) DRAFT Aggregate Resource Plan (ARP) and provide general information about the aggregate industry in Alberta.

The ASGA is an industry association focused on the orderly and responsible development of Alberta's aggregate resources, while promoting high standards of safety, workmanship and accountability to the environment. The ASGA is made up of 112 producers, 83 consultants and 21 RVC members.

The campaign kicks off on June 5, 2018 with a presentation to the RVC Policy and Priorities Committee (PPC).

"Our presentation is focused on the value of sand and gravel in Alberta, particularly in Rocky View County and the Calgary region," says John Ashton, Executive Director of ASGA. "Between 42 and 62 million metric tonnes of sand and gravel are used every year in Alberta, or about 10 to 15 tonnes per person. It's a vital non-renewable resource, critical in the construction of roads, schools, houses and hospitals and employs over 2,000 people in our province."

Ashton says that large deposits of accessible, good quality sand and gravel, also known as "aggregate," are scarce within the Calgary region, and once land is developed, access to aggregate is forever lost on that site.

"Planning for aggregate extraction is a regional issue that requires a careful, coordinated approach," Ashton says. "A successful plan will help RVC to better balance the needs of the local community, the region and industry."

The ASGA has been an active stakeholder in the engagement process for the ARP since the beginning and applauds County effort and investment to-date. Ashton states that the ASGA supports the clear parameters related to planning application submission requirements and performance standards as proposed within the ARP.

The ASGA will be working make sure the Calgary region communities have access to accurate information about the state of planning aggregate operations in Alberta, before the ARP goes to RVC Council for review in the fall of 2018.

The ASGA's communication campaign includes:

- A presentation to RVC Policies and Priorities Commission;
- An ARP-specific webpage on the ASGA website;

- Social media outreach;
- Fact sheets about aggregate extraction activities and the industry as a whole; and
- Local newspaper advertisements that share fact-based data about the aggregate industry in Alberta.

The communications campaign will begin in June 2018 and will finish up in the fall of 2018.

To learn more about the ASGA and the ARP, please visit www.asga.ab.ca.

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- 30 -