

FBL FINANCIAL GROUP INC  
Form 3  
August 29, 2012

**FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**

OMB APPROVAL

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**INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934,  
Section 17(a) of the Public Utility Holding Company Act of 1935 or Section  
30(h) of the Investment Company Act of 1940

(Print or Type Responses)

<p>1. Name and Address of Reporting Person *</p> <p><b>Seibel Donald</b></p> <p>(Last) (First) (Middle)</p> <p><b>5400 UNIVERSITY AVENUE</b></p> <p>(Street)</p> <p><b>WEST DES MOINES, IA 50266</b></p> <p>(City) (State) (Zip)</p>	<p>2. Date of Event Requiring Statement</p> <p>(Month/Day/Year)</p> <p><b>08/23/2012</b></p>	<p>3. Issuer Name and Ticker or Trading Symbol</p> <p><b>FBL FINANCIAL GROUP INC [FFG]</b></p>	<p>4. Relationship of Reporting Person(s) to Issuer</p> <p>(Check all applicable)</p> <p><input type="checkbox"/> Director <input type="checkbox"/> 10% Owner <input checked="" type="checkbox"/> Officer <input type="checkbox"/> Other (give title below) (specify below)</p> <p><b>CFO &amp; Treasurer</b></p>	<p>5. If Amendment, Date Original Filed(Month/Day/Year)</p>	<p>6. Individual or Joint/Group Filing(Check Applicable Line)</p> <p><input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> Form filed by More than One Reporting Person</p>
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**Table I - Non-Derivative Securities Beneficially Owned**

1. Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
Class A Common Stock <sup>(1)</sup>	13,484	D	∆
Class A Common Stock	1,210,541	I	By Trust <sup>(6)</sup>

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

SEC 1473 (7-02)

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**Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)**

1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date (Month/Day/Year)	3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)	4. Conversion or Exercise Price of Derivative	5. Ownership Form of Derivative Security:	6. Nature of Indirect Beneficial Ownership (Instr. 5)
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	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	Security	Direct (D) or Indirect (I) (Instr. 5)	
Incentive Stock Option (right to buy)	01/15/2005 <sup>(2)</sup>	01/15/2014	Class A Common Stock	3,322	\$ 25.6	D	Â
Incentive Stock Option (right to buy)	01/17/2006 <sup>(2)</sup>	01/17/2015	Class A Common Stock	4,573	\$ 26.35	D	Â
Incentive Stock Option (right to buy)	01/16/2007 <sup>(2)</sup>	01/16/2016	Class A Common Stock	1,943	\$ 32.56	D	Â
Incentive Stock Option (right to buy)	01/15/2008 <sup>(2)</sup>	01/15/2017	Class A Common Stock	5,797	\$ 37.86	D	Â
Non-Qualified Stock Option (right to buy)	01/15/2008 <sup>(2)</sup>	01/15/2017	Class A Common Stock	490	\$ 37.86	D	Â
Incentive Stock Option (right to buy)	01/15/2009 <sup>(2)</sup>	01/15/2018	Class A Common Stock	5,083	\$ 32.96	D	Â
Non-Qualified Stock Option (right to buy)	01/15/2009 <sup>(2)</sup>	01/15/2018	Class A Common Stock	4,001	\$ 32.96 <sup>(7)</sup>	D	Â
Incentive Stock Option (right to buy)	01/15/2010 <sup>(2)</sup>	01/15/2019	Class A Common Stock	4,001	\$ 12.9	D	Â
Non-Qualified Stock Option (right to buy)	01/15/2010 <sup>(2)</sup>	01/15/2019	Class A Common Stock	5,991	\$ 12.9	D	Â
Incentive Stock Option (right to buy)	01/15/2011 <sup>(2)</sup>	01/15/2020	Class A Common Stock	4,213	\$ 18.62	D	Â
Non-Qualified Stock Option (right to buy)	01/15/2011 <sup>(2)</sup>	01/15/2020	Class A Common Stock	4,394	\$ 18.62	D	Â
Incentive Stock Option (right to buy)	01/14/2012 <sup>(2)</sup>	01/14/2021	Class A Common Stock	3,292	\$ 29.23	D	Â
Non-Qualified Stock Option (right to buy)	01/14/2012 <sup>(2)</sup>	01/14/2021	Class A Common Stock	2,194	\$ 29.23	D	Â
Incentive Stock	02/17/2012 <sup>(2)</sup>	02/17/2021	Class A	63	\$ 30.6	D	Â

Option (right to buy)			Common Stock				
Non-Qualified Stock Option (right to buy)	02/17/2012 <sup>(2)</sup>	02/17/2021	Class A Common Stock	41	\$ 30.6	D	Â
Restricted Stock Units (Cash Settled) <sup>(8)</sup>	08/08/1988 <sup>(3)</sup>	08/08/1988 <sup>(3)</sup>	Class A Common Stock	444.114	\$ 0 <sup>(7)</sup>	D	Â
Deferred Stock Units	08/08/1988 <sup>(4)</sup>	08/08/1988 <sup>(4)</sup>	Class A Common Stock	5,833.757	\$ 0 <sup>(7)</sup>	D	Â
Restricted Stock Units (Cash Settled)	02/01/2013 <sup>(5)</sup>	02/01/2017 <sup>(5)</sup>	Class A Common Stock	3,679	\$ 0 <sup>(7)</sup>	D	Â

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Seibel Donald 5400 UNIVERSITY AVENUE WEST DES MOINES, IA 50266	Â	Â	Â CFO & Treasurer	Â

## Signatures

Robert Simons per filed confirming statement 08/29/2012

\_\_Signature of Reporting Person Date

## Explanation of Responses:

\* If the form is filed by more than one reporting person, see Instruction 5(b)(v).

\*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

- (1) The reporting person was granted 8,206 shares of performance based restricted stock with performance criteria to be achieved by the company in 2010. The Management Development and Compensation Committee confirmed the performance criteria were met, which resulted in 100 percent attainment. Forfeiture restrictions on the reported shares will lapse upon continued employment of the reporting person through 3 years after the grant date.
- (2) Shares become exercisable annually, beginning one year from the date of grant, pro-rata during a five year period, subject to compliance with annual dollar limits for incentive stock option grants.
- (3) The cash settled RSU's were accrued under the FBL Financial Group, Inc. Executive Salary and Bonus Deferred Compensation Plan. Each cash settled RSU is the economic equivalent of one share of FBL Financial Group, Inc. Class A Common Stock. The units of cash settled RSU's will be settled in cash upon the reporting person's conclusion of service or a date specified by the reporting person.
- (4) The deferred stock units were accrued under the FBL Financial Group, Inc. Executive Salary and Bonus Deferred Compensation Plan and are to be settled upon the conclusion of service or a date specified by the reporting person.
- (5) Each unit of cash settled RSU is the economic equivalent of one share of FBL Financial Group, Inc. Class A Common Stock. The units of cash settled RSU's will be settled in cash on each vesting date. The units vest 20% on each of the first five anniversaries of the grant date. 20% of the units will be exercisable and expire on each vest date.
- (6) The reporting person holds 1,210,541 shares in a company sponsored 401(k) plan. Ownership form is indirect and the nature of the indirect beneficial ownership is by Trust.

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(7) None.

These cash settled RSU's were acquired pursuant to the company's Executive Salary and Bonus Deferred Compensation Plan at prices ranging from \$25.54 to \$34.42, inclusive. The reporting person undertakes to provide FBL Financial Group Inc., any security holder of

(8) FBL Financial Group, Inc., or the staff of the Security and Exchange Commission upon request, full information regarding the number of RSU's purchased at each separate price within the range set forth in this footnote (8) to this Form 3.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *See* Instruction 6 for procedure.

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