

FBL FINANCIAL GROUP INC  
 Form 4  
 March 13, 2013

**FORM 4**

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

OMB APPROVAL

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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**STATEMENT OF CHANGES IN 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)

1. Name and Address of Reporting Person \*  
**BRANNEN JAMES**

2. Issuer Name and Ticker or Trading Symbol  
**FBL FINANCIAL GROUP INC [FFG]**

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)  
**5400 UNIVERSITY AVENUE**  
 (Street)

3. Date of Earliest Transaction (Month/Day/Year)  
**03/11/2013**

\_\_\_\_ Director \_\_\_\_\_ 10% Owner  
 Officer (give title below) \_\_\_\_\_ Other (specify below)  
**Chief Executive Officer**

**WEST DES MOINES, IA 50266**  
 (City) (State) (Zip)

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
 \_\_\_ Form filed by More than One Reporting Person

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount (A) or (D) Price		
Class A Common Stock	03/11/2013		M		2 \$ 12.9	D	
Class A Common Stock	03/11/2013		S		2 D \$ 38.2243	D	
Class A Common Stock	03/11/2013		M		5,005 A \$ 18.62	D	
Class A Common	03/11/2013		S		5,005 D \$ 38.2243	D	

Stock

Class A

Common 03/11/2013 M 5,809 A \$ 12.9 5,809 D  
Stock

Class A

Common 03/11/2013 S 5,809 D \$ 38.2243 0 D  
Stock

Class A

Common 8,841.607 I by Trust  
Stock (1)

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

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(9-02)

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

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Security (Instr. 3 and 4)
Incentive Stock Option (right to buy)	\$ 12.9	03/11/2013		M	2	01/15/2010 <sup>(2)</sup> 01/15/2019	Class A Common Stock
Non-Qualified Stock Option (right to buy)	\$ 12.9	03/11/2013		M	5,809	01/15/2010 <sup>(2)</sup> 01/15/2019	Class A Common Stock
Non-Qualified Stock Option (right to buy)	\$ 18.62	03/11/2013		M	5,005	01/15/2011 <sup>(2)</sup> 01/15/2020	Class A Common Stock

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other

BRANNEN JAMES  
5400 UNIVERSITY AVENUE  
WEST DES MOINES, IA 50266

Chief  
Executive  
Officer

## Signatures

By: Robert Simons per filed confirming stmt For: James Patrick  
Brannen

03/13/2013

\_\_Signature of Reporting Person

Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, *see* Instruction 4(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) Reporting person holds 8,841.607 shares in a company sponsored 401(k) plan. Ownership form is indirect and the nature of the indirect beneficial ownership is by Trust.
- (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.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.