FBL FINANCIAL GROUP INC

Form 3

August 29, 2012

FORM 3

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

INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF

OMB APPROVAL

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

1. Title of Security (Instr. 4)

Beneficially Owned Ownership (Instr. 4) Form: Direct (D) or Indirect (I) (Instr. 5)

Class A Common Stock (1)

13,484

Â

Class A Common Stock

1,210.541

By Trust (6)

(Instr. 5)

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

SEC 1473 (7-02)

D

I

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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 (Month/Day/Year)

3. Title and Amount of Securities Underlying **Derivative Security** (Instr. 4)

Conversion or Exercise Price of Derivative

Ownership Form of Derivative Security:

6. Nature of Indirect Beneficial Ownership (Instr. 5)

	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(2)	01/15/2014	Class A Common Stock	3,322	\$ 25.6	D	Â
Incentive Stock Option (right to buy)	01/17/2006(2)	01/17/2015	Class A Common Stock	4,573	\$ 26.35	D	Â
Incentive Stock Option (right to buy)	01/16/2007(2)	01/16/2016	Class A Common Stock	1,943	\$ 32.56	D	Â
Incentive Stock Option (right to buy)	01/15/2008(2)	01/15/2017	Class A Common Stock	5,797	\$ 37.86	D	Â
Non-Qualified Stock Option (right to buy)	01/15/2008(2)	01/15/2017	Class A Common Stock	490	\$ 37.86	D	Â
Incentive Stock Option (right to buy)	01/15/2009(2)	01/15/2018	Class A Common Stock	5,083	\$ 32.96	D	Â
Non-Qualified Stock Option (right to buy)	01/15/2009(2)	01/15/2018	Class A Common Stock	4,001	\$ 32.96 (7)	D	Â
Incentive Stock Option (right to buy)	01/15/2010(2)	01/15/2019	Class A Common Stock	4,001	\$ 12.9	D	Â
Non-Qualified Stock Option (right to buy)	01/15/2010(2)	01/15/2019	Class A Common Stock	5,991	\$ 12.9	D	Â
Incentive Stock Option (right to buy)	01/15/2011(2)	01/15/2020	Class A Common Stock	4,213	\$ 18.62	D	Â
Non-Qualified Stock Option (right to buy)	01/15/2011(2)	01/15/2020	Class A Common Stock	4,394	\$ 18.62	D	Â
Incentive Stock Option (right to buy)	01/14/2012(2)	01/14/2021	Class A Common Stock	3,292	\$ 29.23	D	Â
Non-Qualified Stock Option (right to buy)	01/14/2012(2)	01/14/2021	Class A Common Stock	2,194	\$ 29.23	D	Â
Incentive Stock	02/17/2012(2)	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(2)	02/17/2021	Class A Common Stock	41	\$ 30.6	D	Â
Restricted Stock Units (Cash Settled) (8)	08/08/1988(3)	08/08/1988(3)	Class A Common Stock	444.114	\$ 0 <u>(7)</u>	D	Â
Deferred Stock Units	08/08/1988(4)	08/08/1988(4)	Class A Common Stock	5,833.757	\$ 0 <u>(7)</u>	D	Â
Restricted Stock Units (Cash Settled)	02/01/2013(5)	02/01/2017(5)	Class A Common Stock	3,679	\$ 0 <u>(7)</u>	D	Â

Reporting Owners

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

Signatures

Robert Simons per filed confirming 08/29/2012 statement

**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).
- 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.
- The cash settled RSU's were accrued under the FBL Financial Group, Inc. Executive Salary and Bonus Deferred Compensation Plan.

 (3) 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.
- 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.

Reporting Owners 3

(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 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. 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.