

FBL FINANCIAL GROUP INC

Form 4

March 16, 2015

FORM 4

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

OMB APPROVAL

OMB Number: 3235-0287
Expires: January 31, 2015
Estimated average burden hours per response... 0.5

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 *
Seibel Donald

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)

3. Date of Earliest Transaction (Month/Day/Year)
03/12/2015

____ Director _____ 10% Owner
 Officer (give title below) _____ Other (specify below)
CFO & Treasurer

5400 UNIVERSITY AVENUE

(Street)

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

WEST DES MOINES, IA 50266

(City) (State) (Zip)

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 Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|-----------------------------------|
| | | | | (A) or (D) | Price | | |
| Class A Common Stock | 03/12/2015 | | M | 4,055 | A \$ 12.9 | 21,881 | D |
| Class A Common Stock | 03/12/2015 | | S | 4,055 | D \$ 58.25 | 17,826 | D |
| Class A Common Stock | 03/13/2015 | | S | 741 | D \$ 58.25 | 17,085 | D |
| Class A Common | 03/13/2015 | | M | 1,936 | A \$ 12.9 | 19,021 | D |

Stock

| | | | | | | | | |
|----------------------------|------------|---|-------|---|-------------|----------|---|------------------------|
| Class A Common Stock | 03/13/2015 | S | 1,936 | D | \$ 58.25 | 17,085 | D | |
| Class A Common Stock | 03/13/2015 | M | 741 | A | \$ 18.62 | 17,826 | D | |
| Class A Common Stock | | | | | | 1,377.56 | I | by Trust <u>(1)</u> |

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

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.

SEC 1474
(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) |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|
| | | | | Code | V (A) (D) | Date Exercisable Expiration Date | Title |
| Non-Qualified Stock Option (right to buy) | \$ 12.9 | 03/12/2015 | | M | 4,055 | 01/15/2010 ⁽²⁾ 01/15/2019 | Class A Common Stock |
| Non-Qualified Stock Option (right to buy) | \$ 12.9 | 03/13/2015 | | M | 1,936 | 01/15/2010 ⁽²⁾ 01/15/2019 | Class A Common Stock |
| Non-Qualified Stock Option (right to buy) | \$ 18.62 | 03/13/2015 | | M | 741 | 01/15/2011 ⁽²⁾ 01/15/2020 | Class A Common Stock |

Reporting Owners

Reporting Owner Name / Address

Relationships

Director 10% Owner Officer Other

Seibel Donald
5400 UNIVERSITY AVENUE
WEST DES MOINES, IA 50266

CFO &
Treasurer

Signatures

By: Mark Wickham per filed confirming stmt For: Donald Joseph
Seibel

03/16/2015

__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 1,377.560 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.