

FBL FINANCIAL GROUP INC  
Form 8-K  
March 31, 2011

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

FORM 8-K

CURRENT REPORT

Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934

Date of report (date of earliest event reported): March 31, 2011

FBL Financial Group, Inc.  
(Exact name of registrant as specified in its charter)

Iowa (State of incorporation)	1-11917 (Commission File Number)	42-1411715 (I.R.S. Employer Identification No.)
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5400 University Avenue, West Des Moines, Iowa (Address of principal executive offices) (515) 225-5400 (Registrant's telephone number, including area code)	50266-5997 (Zip Code)
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Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
  - Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a.12)
  - Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
  - Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-
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Item 7.01. Regulation FD Disclosure

On March 31, 2011, FBL Financial Group issued a news release announcing that its 2010 online annual report to shareholders is now available on its website at <http://www.fblfinancial.com/2010AnnualReport/>. The online annual report for 2010 includes a letter to shareholders, video questions and answers, financial highlights and information about the company, its management team and the board of directors. In addition, financial statements and the proxy statement are readily available for viewing or printing.

The news release is furnished as Exhibit 99.1 and a transcript and materials from the online annual report are furnished as Exhibit 99.2. This information shall not be deemed "filed" for purposes of Section 18 of the Securities Act of 1933, except as shall be expressly set forth by specific reference to such filing.

SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

FBL FINANCIAL GROUP, INC.  
Registrant

Date: March 31, 2011

/s/ James P. Brannen  
James P. Brannen  
Chief Financial Officer

EXHIBIT INDEX

Exhibit No:	Description
Exhibit 99.1	News Release of the registrant dated March 31, 2011
Exhibit 99.2	2010 annual report transcript and materials of the registrant