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FBL FINANCIAL GROUP INC Form 8-K July 30, 2004

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) July 30, 2004

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

Iowa 1-11917 42-1411715

(State or other jurisdiction (Commission File Number) (I.R.S. Employer of incorporation) Identification No.)

5400 University Avenue, West Des Moines, Iowa 50266

(Address of principal executive offices) (Zip Code)

Registrant's telephone number, including area code (515) 225-5400

Registrant's telephone number, including area code (515) 225-5400

Item 9. Reg FD Disclosure

On July 30, 2004, FBL announced the suspension of its coinsurance agreement with American Equity Investment Life Insurance Company and issued a press release in the form of Exhibit 99.1.

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 July 30, 2004

/s/ James W. Noyce
-----James W. Noyce
Chief Financial Officer

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EXHIBIT INDEX	
Exhibit No.	Description
Exhibit 99.1	News release of the registrant dated July 30, 2004