

FBL FINANCIAL GROUP INC  
 Form 3  
 February 21, 2013

**FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**

OMB APPROVAL

OMB Number: 3235-0104  
 Expires: January 31, 2005  
 Estimated average burden hours per response... 0.5

**INITIAL STATEMENT OF 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 * Pitcher Daniel D (Last) (First) (Middle)  5400 UNIVERSITY AVENUE (Street)  WEST DES MOINES, IA 50266 (City) (State) (Zip)	2. Date of Event Requiring Statement (Month/Day/Year) 02/14/2013	3. Issuer Name and Ticker or Trading Symbol FBL FINANCIAL GROUP INC [FFG]	4. Relationship of Reporting Person(s) to Issuer  (Check all applicable) <input type="checkbox"/> Director <input type="checkbox"/> 10% Owner <input checked="" type="checkbox"/> Officer <input type="checkbox"/> Other (give title below) (specify below) Chief Operating Officer PC	5. If Amendment, Date Original Filed(Month/Day/Year)	6. Individual or Joint/Group Filing(Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> Form filed by More than One Reporting Person
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**Table I - Non-Derivative Securities Beneficially Owned**

1. Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
Class A Common Stock	1,216	D	^
Class A Common Stock	7,564.93	I	by Trust <sup>(1)</sup>

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

SEC 1473 (7-02)

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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 Date (Month/Day/Year)	3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)	4. Conversion or Exercise Price of Derivative	5. Ownership Form of Derivative Security:	6. Nature of Indirect Beneficial Ownership (Instr. 5)
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	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	Security	Direct (D) or Indirect (I) (Instr. 5)	
Incentive Stock Option (right to buy)	01/15/2010 <sup>(2)</sup>	01/15/2019	Class A Common Stock	2,285	\$ 12.9	D	Â
Incentive Stock Option (right to buy)	01/15/2011 <sup>(2)</sup>	01/15/2020	Class A Common Stock	2,024	\$ 18.62	D	Â
Incentive Stock Option (right to buy)	01/15/2005 <sup>(2)</sup>	01/15/2014	Class A Common Stock	1,608	\$ 25.6	D	Â
Incentive Stock Option (right to buy)	01/17/2006 <sup>(2)</sup>	01/17/2015	Class A Common Stock	1,640	\$ 26.35	D	Â
Incentive Stock Option (right to buy)	01/14/2012 <sup>(2)</sup>	01/14/2021	Class A Common Stock	1,569	\$ 29.23	D	Â
Incentive Stock Option (right to buy)	01/16/2007 <sup>(2)</sup>	01/16/2016	Class A Common Stock	1,417	\$ 32.56	D	Â
Incentive Stock Option (right to buy)	01/15/2009 <sup>(2)</sup>	01/15/2018	Class A Common Stock	2,077	\$ 32.96	D	Â
Incentive Stock Option (right to buy)	01/15/2008 <sup>(2)</sup>	01/15/2017	Class A Common Stock	1,426	\$ 37.86	D	Â
Restricted Stock Units (Cash Settled)	02/01/2014 <sup>(3)</sup>	02/01/2014 <sup>(3)</sup>	Class A Common Stock	1,266	\$ 0 <sup>(4)</sup>	D	Â
Restricted Stock Units (Cash Settled)	02/01/2014 <sup>(5)</sup>	02/01/2017 <sup>(5)</sup>	Class A Common Stock	809	\$ 0 <sup>(4)</sup>	D	Â
Restricted Stock Units (Cash Settled)	02/01/2014 <sup>(5)</sup>	02/01/2018 <sup>(5)</sup>	Class A Common Stock	6,697	\$ 0 <sup>(4)</sup>	D	Â

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Pitcher Daniel D 5400 UNIVERSITY AVENUE	Â	Â	Â Chief Operating Officer PC	Â

WEST DES MOINES, IA 50266

## Signatures

By: Robert Simons per filed confirming stmt For: Daniel David  
Pitcher

02/21/2013

\_\_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).
- (1) Reporting person holds 7,564.93 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.
- (3) 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 will vest 2 years from the grant date.
- (4) None
- (5) 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.

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.