

FBL FINANCIAL GROUP INC

Form 4

December 05, 2014

# 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 \*  
Pitcher Daniel D

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)  
5400 UNIVERSITY AVENUE  
(Street)

3. Date of Earliest Transaction (Month/Day/Year)  
12/04/2014

\_\_\_\_ Director  
 Officer (give title below) \_\_\_\_\_ 10% Owner  
\_\_\_\_\_ Other (specify below)  
Chief Operating Officer PC

WEST DES MOINES, IA 50266  
(City) (State) (Zip)

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

**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 Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount (A) or (D) Price		
Class A Common Stock	12/04/2014		M		2,285 \$ 12.9	D	
Class A Common Stock	12/04/2014		S		2,285 \$ 55.5535	D	
Class A Common Stock	12/04/2014		M		2,077 \$ 32.96	D	
Class A Common	12/04/2014		S		2,077 \$ 55.5534	D	

Edgar Filing: FBL FINANCIAL GROUP INC - Form 4

Stock									
Class A Common Stock	12/04/2014		M	2,024	A	\$ 18.62	2,024	D	
Class A Common Stock	12/04/2014		S	2,024	D	\$ 55.5534	0	D	
Class A Common Stock	12/04/2014		M	1,569	A	\$ 29.23	1,569	D	
Class A Common Stock	12/04/2014		S	1,569	D	\$ 55.5534	0	D	
Class A Common Stock	12/04/2014		M	1,426	A	\$ 37.86	1,426	D	
Class A Common Stock	12/04/2014		S	1,426	D	\$ 55.5534	0	D	
Class A Common Stock	12/04/2014		M	1,417	A	\$ 32.56	1,417	D	
Class A Common Stock	12/04/2014		S	1,417	D	\$ 55.5534	0	D	
Class A Common Stock							9,066.95	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 Securities (Instr. 3 and 4)
--	--	--------------------------------------	--	--------------------------------	---	--	---

Edgar Filing: FBL FINANCIAL GROUP INC - Form 4

					Date Exercisable	Expiration Date	Title	Amount or Number of Shares
			Code	V (A) (D)				
Incentive Stock Option (right to buy)	\$ 12.9	12/04/2014	M	2,285	01/15/2010 <sup>(2)</sup>	01/15/2019	Class A Common Stock	2,285
Incentive Stock Option (right to buy)	\$ 18.62	12/04/2014	M	2,024	01/15/2011 <sup>(2)</sup>	01/15/2020	Class A Common Stock	2,024
Incentive Stock Option (right to buy)	\$ 29.23	12/04/2014	M	1,569	01/14/2012 <sup>(2)</sup>	01/14/2021	Class A Common Stock	1,569
Incentive Stock Option (right to buy)	\$ 32.56	12/04/2014	M	1,417	01/16/2007 <sup>(2)</sup>	01/16/2016	Class A Common Stock	1,417
Incentive Stock Option (right to buy)	\$ 32.96	12/04/2014	M	2,077	01/15/2009 <sup>(2)</sup>	01/15/2018	Class A Common Stock	2,077
Incentive Stock Option (right to buy)	\$ 37.86	12/04/2014	M	1,426	01/15/2008 <sup>(2)</sup>	01/15/2017	Class A Common Stock	1,426

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Pitcher Daniel D 5400 UNIVERSITY AVENUE WEST DES MOINES, IA 50266			Chief Operating Officer PC	

## Signatures

By: Mark D Wickham per filed confirming stmt For: Daniel David  
Pitcher

12/04/2014

\_\_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 9,066.950 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.