

FBL FINANCIAL GROUP INC  
Form 3  
August 29, 2012

**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)

<p>1. Name and Address of Reporting Person *</p> <p>Seibel Donald</p> <p>(Last) (First) (Middle)</p> <p>5400 UNIVERSITY AVENUE</p> <p>(Street)</p> <p>WEST DES MOINES, IA 50266</p> <p>(City) (State) (Zip)</p>	<p>2. Date of Event Requiring Statement</p> <p>(Month/Day/Year)</p> <p>08/23/2012</p>	<p>3. Issuer Name and Ticker or Trading Symbol</p> <p>FBL FINANCIAL GROUP INC [FFG]</p>	<p>4. Relationship of Reporting Person(s) to Issuer</p> <p>(Check all applicable)</p> <p><input type="checkbox"/> Director <input type="checkbox"/> 10% Owner</p> <p><input checked="" type="checkbox"/> Officer <input type="checkbox"/> Other</p> <p>(give title below) (specify below)</p> <p>CFO &amp; Treasurer</p>	<p>5. If Amendment, Date Original Filed(Month/Day/Year)</p>	<p>6. Individual or Joint/Group Filing(Check Applicable Line)</p> <p><input checked="" type="checkbox"/> Form filed by One Reporting Person</p> <p><input type="checkbox"/> Form filed by More than One Reporting Person</p>
---	---	---	--	---	--

**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 <sup>(1)</sup>	13,484	D	∆
Class A Common Stock	1,210,541	I	By Trust <sup>(6)</sup>

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

SEC 1473 (7-02)

**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.**

**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)
---	---	--	---	---	--

Edgar Filing: FBL FINANCIAL GROUP INC - Form 3

	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	Security	Direct (D) or Indirect (I) (Instr. 5)	
Incentive Stock Option (right to buy)	01/15/2005 <sup>(2)</sup>	01/15/2014	Class A Common Stock	3,322	\$ 25.6	D	Â
Incentive Stock Option (right to buy)	01/17/2006 <sup>(2)</sup>	01/17/2015	Class A Common Stock	4,573	\$ 26.35	D	Â
Incentive Stock Option (right to buy)	01/16/2007 <sup>(2)</sup>	01/16/2016	Class A Common Stock	1,943	\$ 32.56	D	Â
Incentive Stock Option (right to buy)	01/15/2008 <sup>(2)</sup>	01/15/2017	Class A Common Stock	5,797	\$ 37.86	D	Â
Non-Qualified Stock Option (right to buy)	01/15/2008 <sup>(2)</sup>	01/15/2017	Class A Common Stock	490	\$ 37.86	D	Â
Incentive Stock Option (right to buy)	01/15/2009 <sup>(2)</sup>	01/15/2018	Class A Common Stock	5,083	\$ 32.96	D	Â
Non-Qualified Stock Option (right to buy)	01/15/2009 <sup>(2)</sup>	01/15/2018	Class A Common Stock	4,001	\$ 32.96 <sup>(7)</sup>	D	Â
Incentive Stock Option (right to buy)	01/15/2010 <sup>(2)</sup>	01/15/2019	Class A Common Stock	4,001	\$ 12.9	D	Â
Non-Qualified Stock Option (right to buy)	01/15/2010 <sup>(2)</sup>	01/15/2019	Class A Common Stock	5,991	\$ 12.9	D	Â
Incentive Stock Option (right to buy)	01/15/2011 <sup>(2)</sup>	01/15/2020	Class A Common Stock	4,213	\$ 18.62	D	Â
Non-Qualified Stock Option (right to buy)	01/15/2011 <sup>(2)</sup>	01/15/2020	Class A Common Stock	4,394	\$ 18.62	D	Â
Incentive Stock Option (right to buy)	01/14/2012 <sup>(2)</sup>	01/14/2021	Class A Common Stock	3,292	\$ 29.23	D	Â
Non-Qualified Stock Option (right to buy)	01/14/2012 <sup>(2)</sup>	01/14/2021	Class A Common Stock	2,194	\$ 29.23	D	Â
Incentive Stock	02/17/2012 <sup>(2)</sup>	02/17/2021	Class A	63	\$ 30.6	D	Â



## Edgar Filing: FBL FINANCIAL GROUP INC - Form 3

(7) None.

These cash settled RSU's were acquired pursuant to the company's Executive Salary and Bonus Deferred Compensation Plan at prices ranging from \$25.54 to \$34.42, inclusive. The reporting person undertakes to provide FBL Financial Group Inc., any security holder of

(8) FBL Financial Group, Inc., or the staff of the Security and Exchange Commission upon request, full information regarding the number of RSU's purchased at each separate price within the range set forth in this footnote (8) to this Form 3.

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.