



Third Quarter 2009 Update

November 6, 2009

Safe Harbor Statement and Non-GAAP Measures

Safe Harbor Statement under The Private Securities Litigation Reform Act of 1995

Certain statements in this presentation concerning FBL Financial Group's prospects for the future are forward-looking statements intended to qualify for the "safe harbor" from liability established by the Private Securities Litigation Reform Act. These statements generally can be identified by their context, including terms such as "believes," "anticipates," "expects," or similar words. These statements involve certain risks and uncertainties that could cause actual results to differ materially from those expressed or implied in the forward-looking statement. These risks and uncertainties are detailed in FBL Financial Group's reports filed with the Securities and Exchange Commission and include, but are not limited to, the current difficult financial markets, the current state of the economy, lack of liquidity and access to capital, investment valuations, interest rate changes, competitive factors, the ability to attract and retain sales agents and a decrease in ratings. These forward-looking statements are based on assumptions which FBL Financial Group believes to be reasonable; however, no assurance can be given that the assumptions will prove to be correct.

Non-GAAP Measures

Comments during this presentation include certain non-GAAP financial measures. These items are reconciled to GAAP in our SEC filings and quarterly financial supplements, both of which may be found on our website.

Agenda

- **Company Overview**
- Business Strategy
- Financial Overview

Strategic Priorities

The recent focus of FBL Financial Group has been on conserving and strengthening its capital position, as well as the reinvention of EquiTrust Life.

Strengthening the Balance Sheet

- Capital Position
- Investment Portfolio
- Risk Management

Extending the Success of Farm Bureau Life

- Continued effective cross-sell
- Increased product portfolio attractiveness
- Growing distribution

Reinventing EquiTrust Life

Strategic priorities leverage diversification among FBL Financial Group's subsidiaries.

FBL Financial Group at a Glance

A small cap life insurer based in the Midwest with complementary, yet diverse, distribution channels.

- NYSE: FFG
- Based in West Des Moines, IA
- In business since 1945
- Two distinct brands:
 - Farm Bureau Financial Services and EquiTrust Financial Services
 - Farm Bureau brand drives exceptional loyalty






FARM BUREAU FINANCIAL SERVICES



- Total Assets: \$14.5 Billion
- Life Insurance In Force: \$45 Billion

FBL Financial Group Distribution Channels

The diversity of FBL Financial Group's two life insurance subsidiaries, along with the managed property and casualty operations, is the key to its success.

	Farm Bureau Life Insurance Company	EquiTrust Life Insurance Company	Managed Property / Casualty Operations
Brand			
Products	Comprehensive line of life insurance, annuities and mutual funds	Traditional fixed-rate, index and immediate annuities	Personal and commercial property-casualty products
Distribution	2,039 exclusive Farm Bureau agents	20,129 independent agents	1,234 exclusive Farm Bureau agents
Territory	15 Midwestern and Western States	National	Primarily 8 Midwestern and Western states

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- Financial Overview

FBL Exclusive Farm Bureau Franchise in 15 States

The foundation of FBL Financial Group is its niche Farm Bureau marketplace.

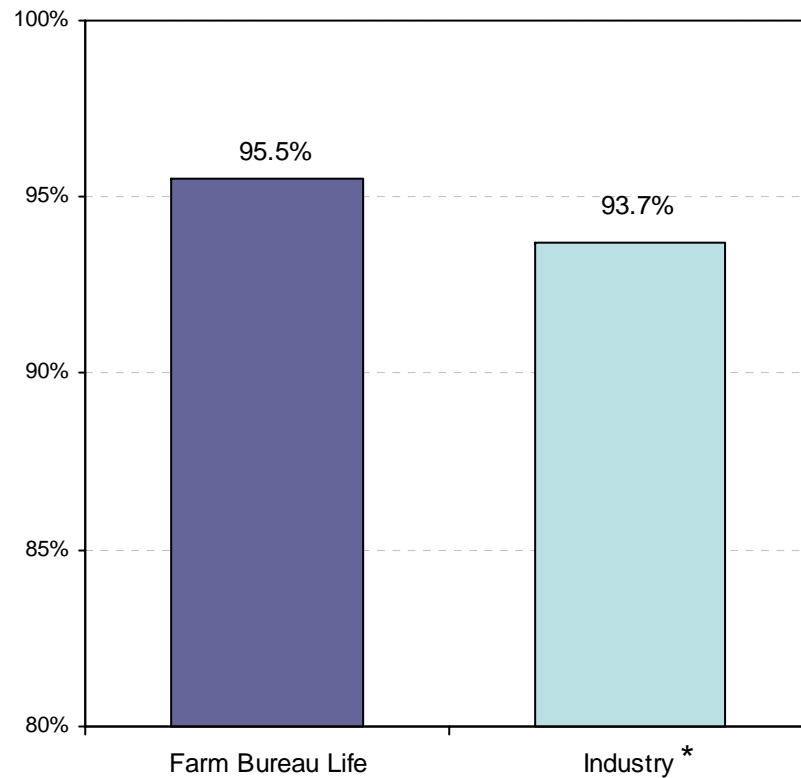
- Farm Bureau is the largest farm and ranch organization in the U.S.
- Over 6.2 million member families in the U.S.
- Farm Bureau Life has use of Farm Bureau name and logo
- Niche provides:
 - Enhanced prestige and brand awareness
 - Stable customer base
- Growing property casualty affiliate provides leads for selling life products



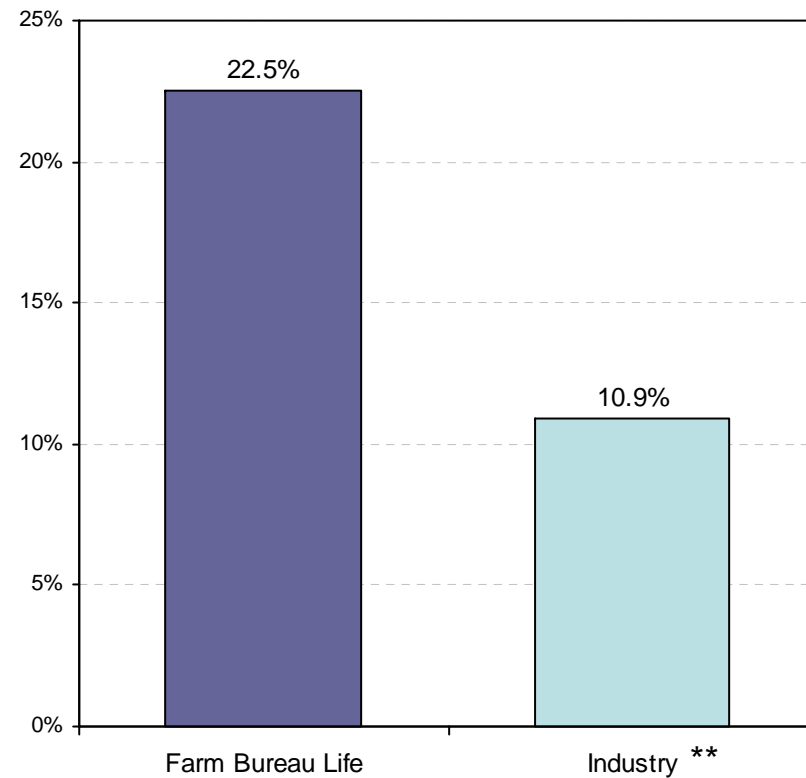
Farm Bureau Life-Superior Persistency & Cross Sell

Niche Farm Bureau presence drives differentiating business performance.

Persistency



Life Penetration of Property-Casualty Policy Base

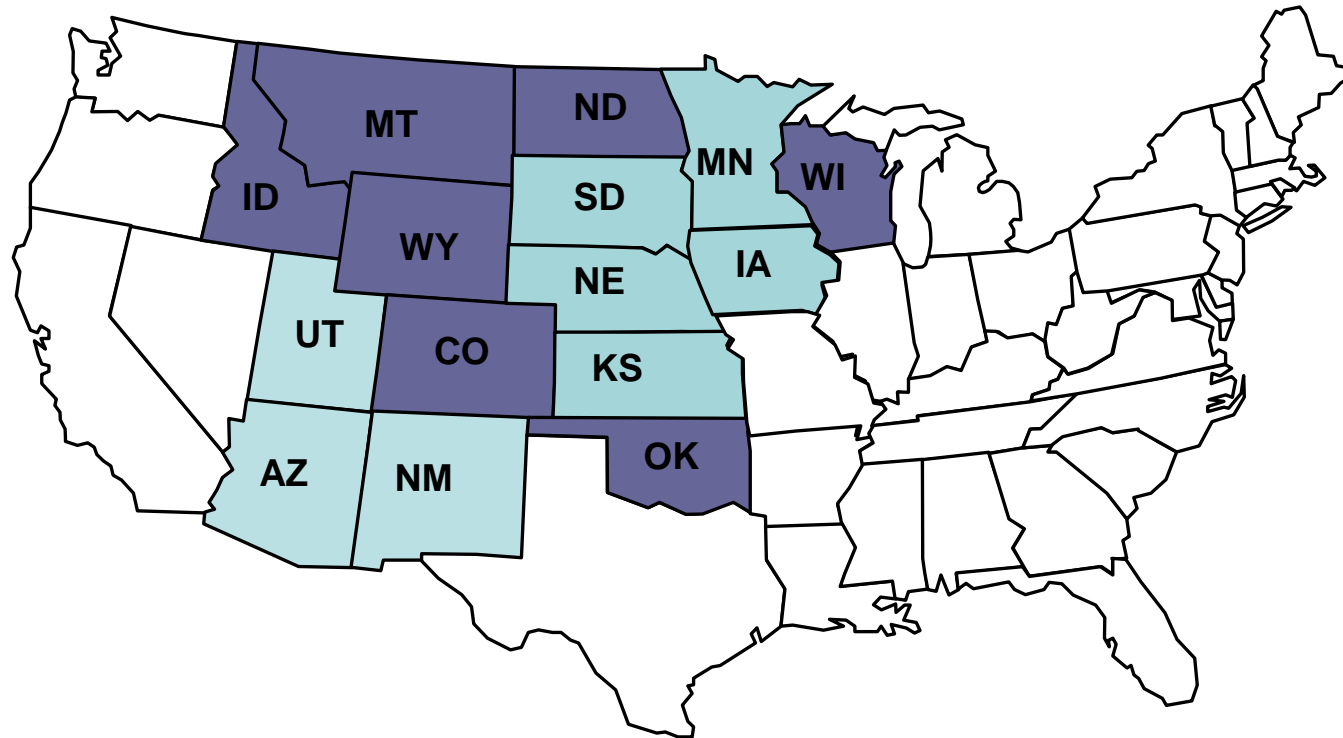


* Source: SNL Financial

** Source: LIMRA, multiline exclusive agent average

Farm Bureau Life Market Territory

With its powerful brand in its marketing territory, Farm Bureau Life has been able to grow its customer base during the recession.



■ Farm Bureau Life manages multi-line insurance operations

■ Farm Bureau Life products only

While strong in rural and small town markets, Farm Bureau Life is also expanding in metropolitan areas within its 15 states.

Farm Bureau Life Diversified Product Mix

Farm Bureau Life agents offer a wide array of individual life insurance and annuity products.

Life Insurance

- Term life
- Whole life
- Universal life
- Variable universal life

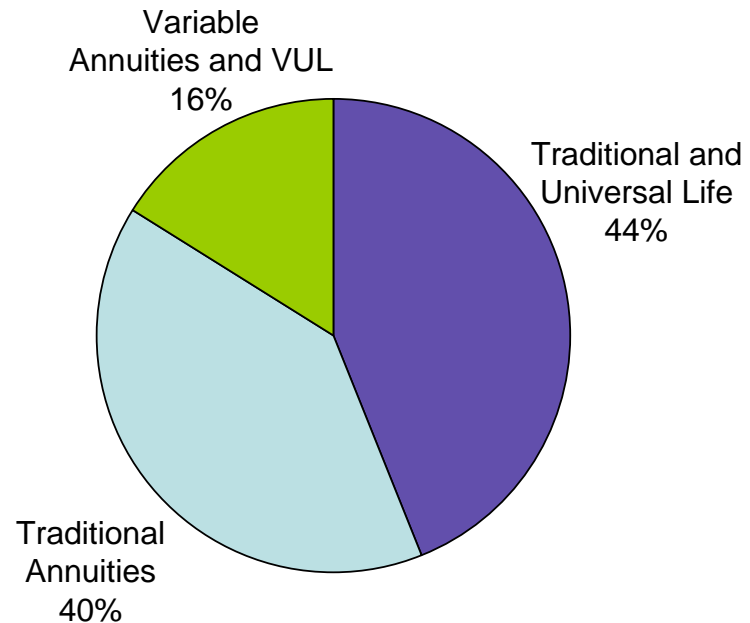
Annuities

- Deferred annuities
- Immediate annuities
- Variable annuities

Settlement Options

- Variable settlement options
- Fixed settlement options
- Structured settlements

Mutual Funds

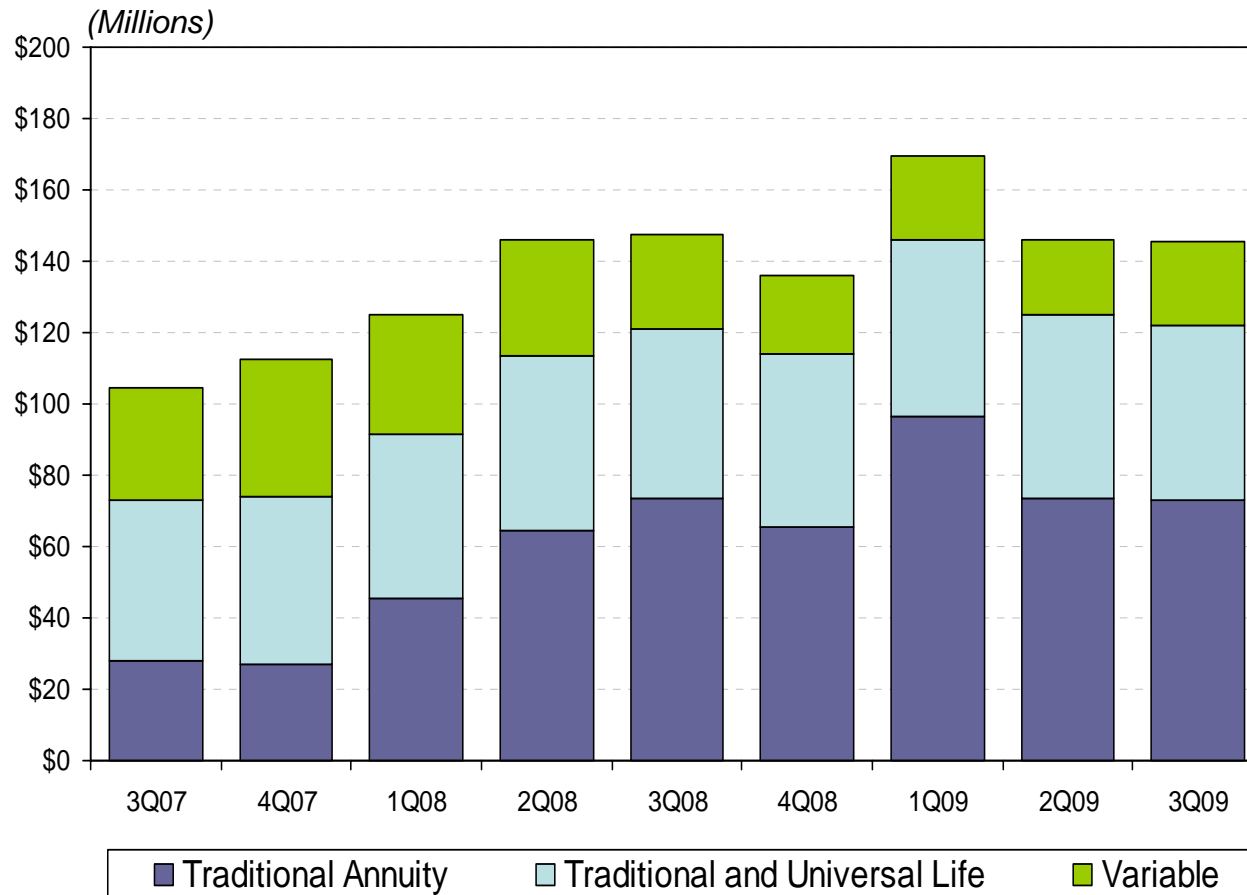


September 2009 statutory reserves, including separate account liabilities

Farm Bureau Life's focus on needs-based selling provides customers with products appropriate for various stages of life and economic scenarios.

Farm Bureau Life Collected Premiums

Traditional and universal life insurance sales continue to be strong while traditional annuity and variable sales have been under pressure.



September 30 YTD premiums collected are up 10% compared to the same period of 2008, whereas industry life sales (June YTD) are down 23% and industry annuity sales are down 3%.

Source: LIMRA 2Q09 Sales Trends Report

EquiTrust Life Independent Channel

Expands FBL Financial Group's market reach, distribution channels and product portfolio.

- Began operating under FBL Financial Group as an independent channel in late 2003
- Provides diversification to FBL with independent agents and national presence
 - 20,129 agents appointed as of September 30, 2009
 - Licensed in all states except New York
- Has established itself in the annuity marketplace through independent marketing organizations
- Undergoing reinvention process to diversify business by product and channel

EquiTrust Life Product Mix

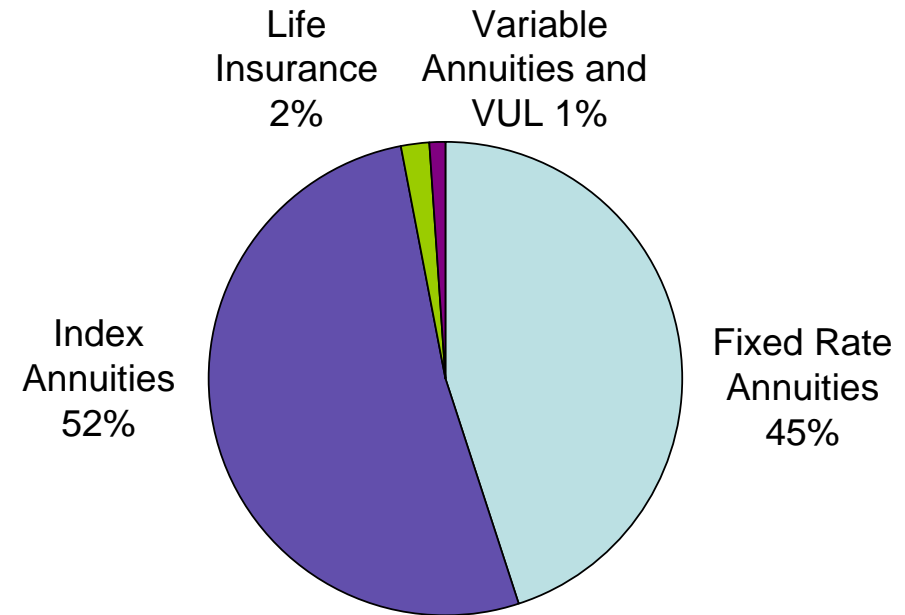
The EquiTrust Life product portfolio has been focused on accumulation needs.

Index Annuities

- MarketPower Bonus
- MarketValue
- MarketSeven
- MarketBooster
- MarketTwelve Bonus

Fixed Rate Annuities

- ChoiceFour
- Certainty
- Certainty Select
- Confidence Income



September 2009 statutory reserves,
including separate account liabilities

The product portfolio was restructured in May 2009 with capital efficient products introduced and high capital strain products removed.

EquiTrust Life 2009 Business Activities

Several activities and initiatives are positively impacting EquiTrust Life.

- Conservation program in full effect
- Surrender requests reduced dramatically since the beginning of the year and are now at expected levels
- Product portfolio repositioned in May
- Deliberate sales reduction preserving capital and improving profitability
- Investment portfolio partially repositioned
- Reinvention project underway to achieve business diversification
- Reinsurance transaction
 - Completed in October
 - After-tax gain of \$9.4M to be recorded in 4Q09
 - Increases RBC by 20 percentage points

EquiTrust Life Reinvention

Reinvention Objective: To capitalize on EquiTrust Life's strengths and opportunities to reach a narrower target customer segment through select intermediaries with a more diversified product set.

- Operates within a framework of balance sheet strengthening and repositioning
- Leverages EquiTrust Life's corporate agility, nimble infrastructure and rapid product development capabilities
- Requires increased consumer insight
- Introduces life insurance to the portfolio
- Involves deeper engagement with fewer intermediaries
- Will be characterized by modest growth in the short run
- Is expected to deliver attractive returns and diversified earnings

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Navigating through Challenging Markets

Steps have been taken to preserve and strengthen the capital base, increase liquidity and optimize the investment portfolio.

Strengthening Capital Base

- Bolstered capital position with \$100M debt financing with affiliates in 4Q08
- Restructured EquiTrust Life product portfolio with capital efficient products in 2Q09
- Filed a shelf registration in 3Q09
- Implemented a variety of other strategies that have improved the capital base
- Reinsurance transaction in 4Q09
- Reviewing additional strategies

Maintaining Higher Liquidity Position

- Holding higher levels of cash
- Access to FHLB funding following payoff of line of credit in February 2009
- \$5.8 billion of securities in a gain position as of September 30, 2009
- No debt due until 2011

Optimizing Investment Portfolio

- Repositioning EquiTrust Life investment portfolio
- 93% investment grade fixed income securities
- Unrealized losses primarily due to spread widening and level of interest rates

Capitalization

Total capitalization has improved significantly since year end.

	As of Dec. 31, 2008 (Thousands)	As of Sept. 30, 2009 (Thousands)
Long-term debt		
Revolving line of credit	\$ 59,446	\$ -
Senior notes, due 2014	75,305	75,267
Senior notes, due 2017	98,700	98,797
Notes payable to affiliates	100,000	100,000
Trust preferred securities, 5%, due 2047	97,000	97,000
Total debt	<u>430,451</u>	<u>371,064</u>
Preferred stock	3,000	3,000
Common stockholder's equity, excluding AOCL	905,123	956,206
Total capitalization, excluding AOCL	1,338,574	1,330,270
Accumulated other comprehensive loss	<u>(649,758)</u>	<u>(116,996)</u>
Total capitalization, including AOCL	<u><u>\$ 688,816</u></u>	<u><u>\$ 1,213,274</u></u>

Debt/total capitalization

24.9%

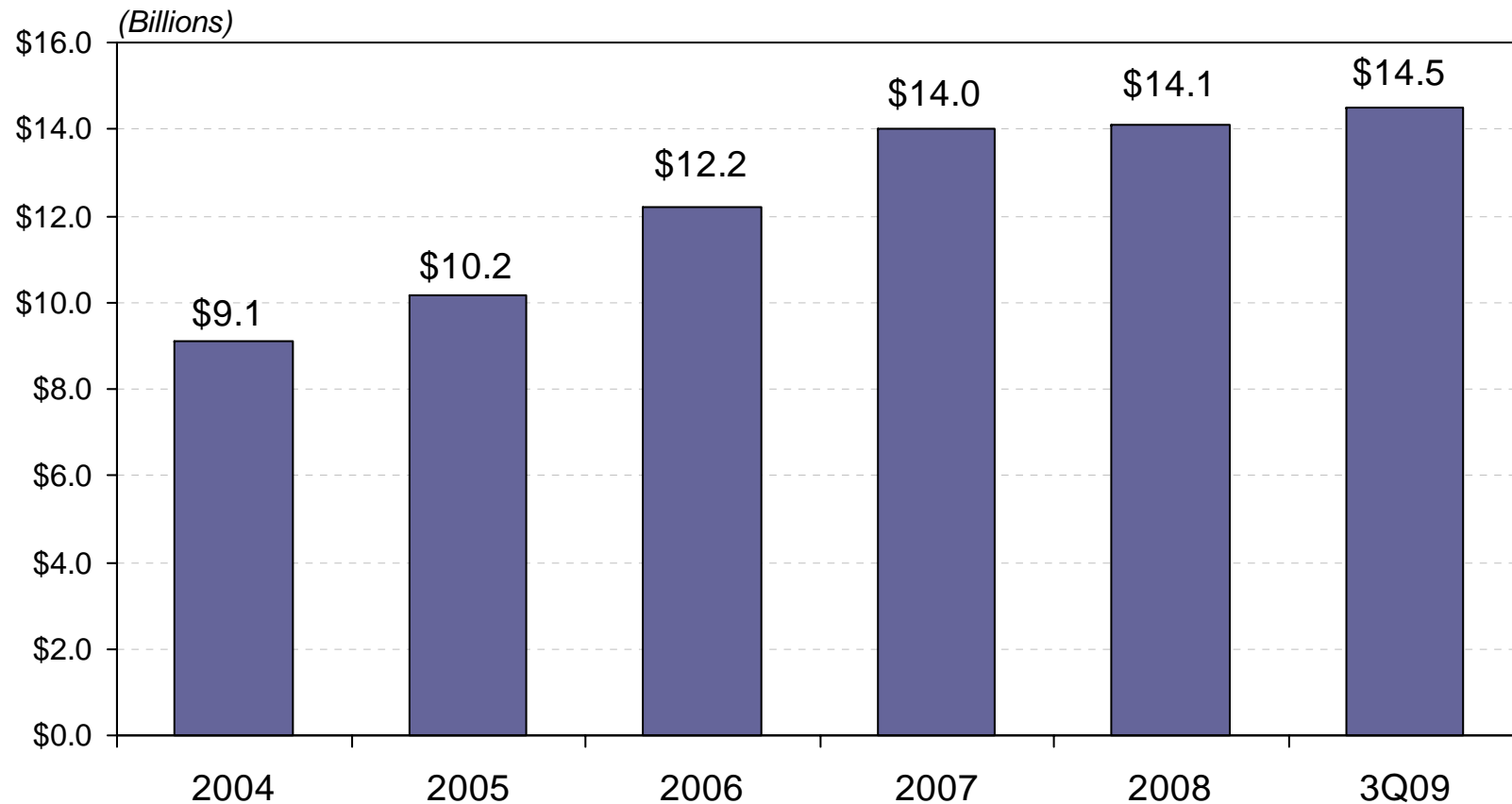
20.6%

Excluding AOCL, including equity credit for trust preferred securities

Lower leverage ratio reflects pay off of line of credit.

Assets Total \$14.5 Billion

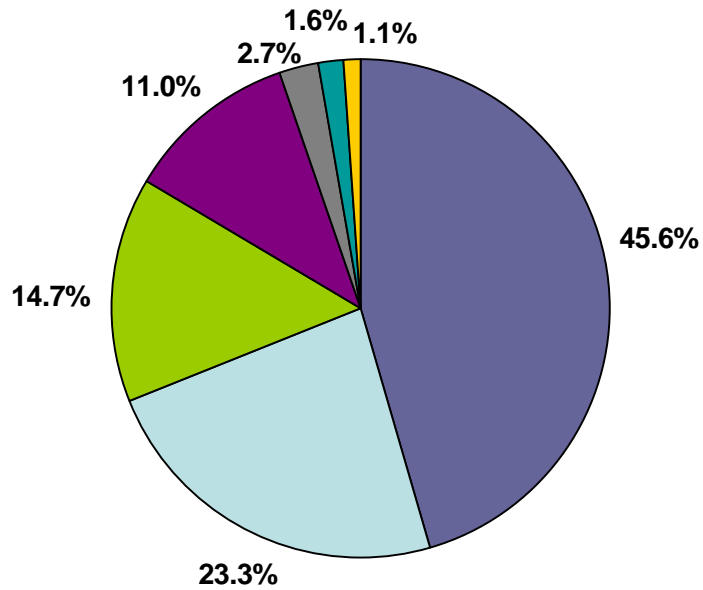
Increase in total assets is positive as much of FBL Financial Group's business is spread business.



High Quality, Diversified Investment Portfolio

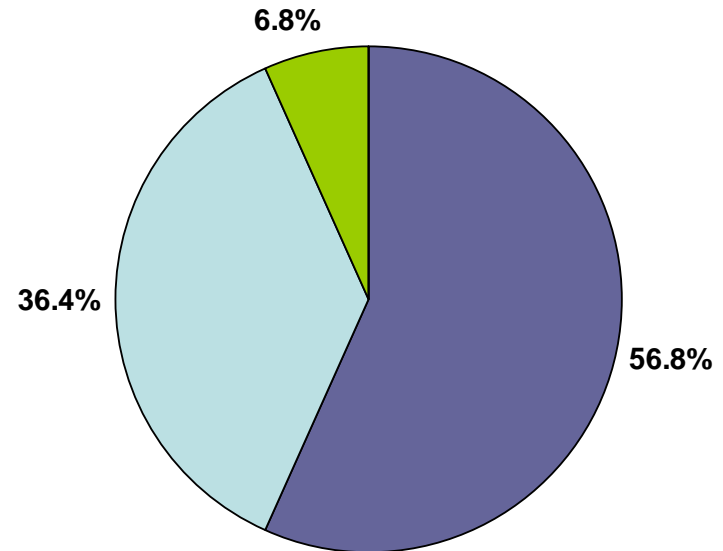
Investments are well diversified by individual issue, industry and asset class.

Investments by Type



- Corporate Securities
- Mortgage and Asset-backed Securities
- Government
- Commercial Mortgage Loans
- Short-term Investments
- Policy Loans
- Other

Investment Quality

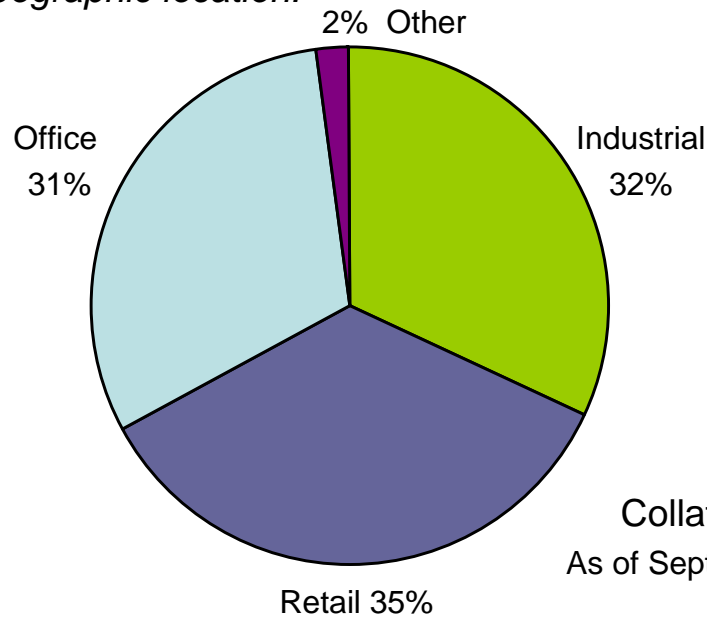


- A or higher
- BBB
- Below investment grade

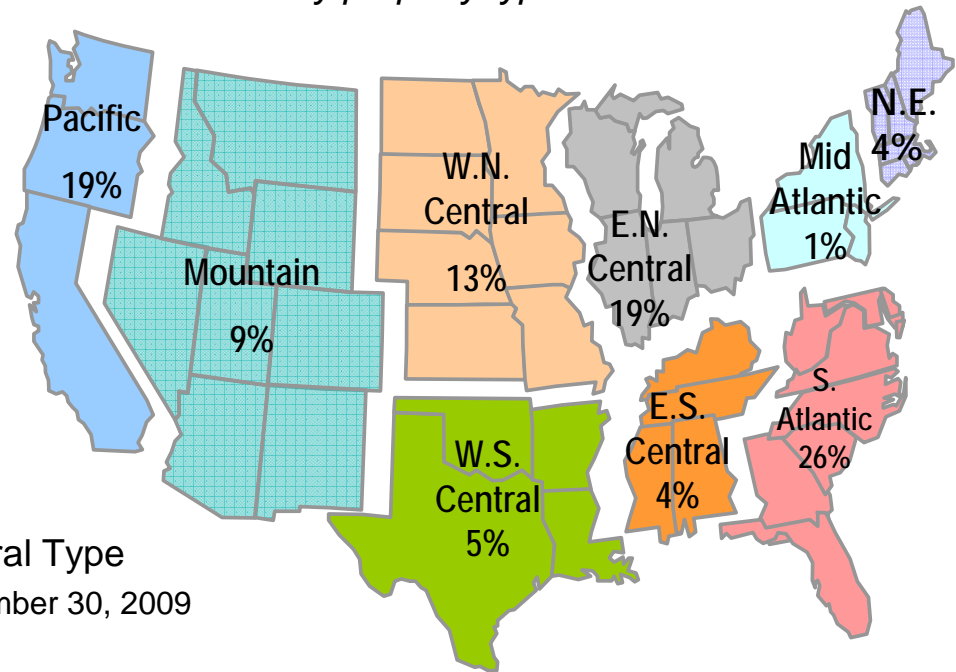
As of September 30, 2009

Diversified Commercial Mortgage Loan Portfolio

\$1.3 billion commercial mortgage loan portfolio is well-diversified by property type and geographic location.



Collateral Type
As of September 30, 2009

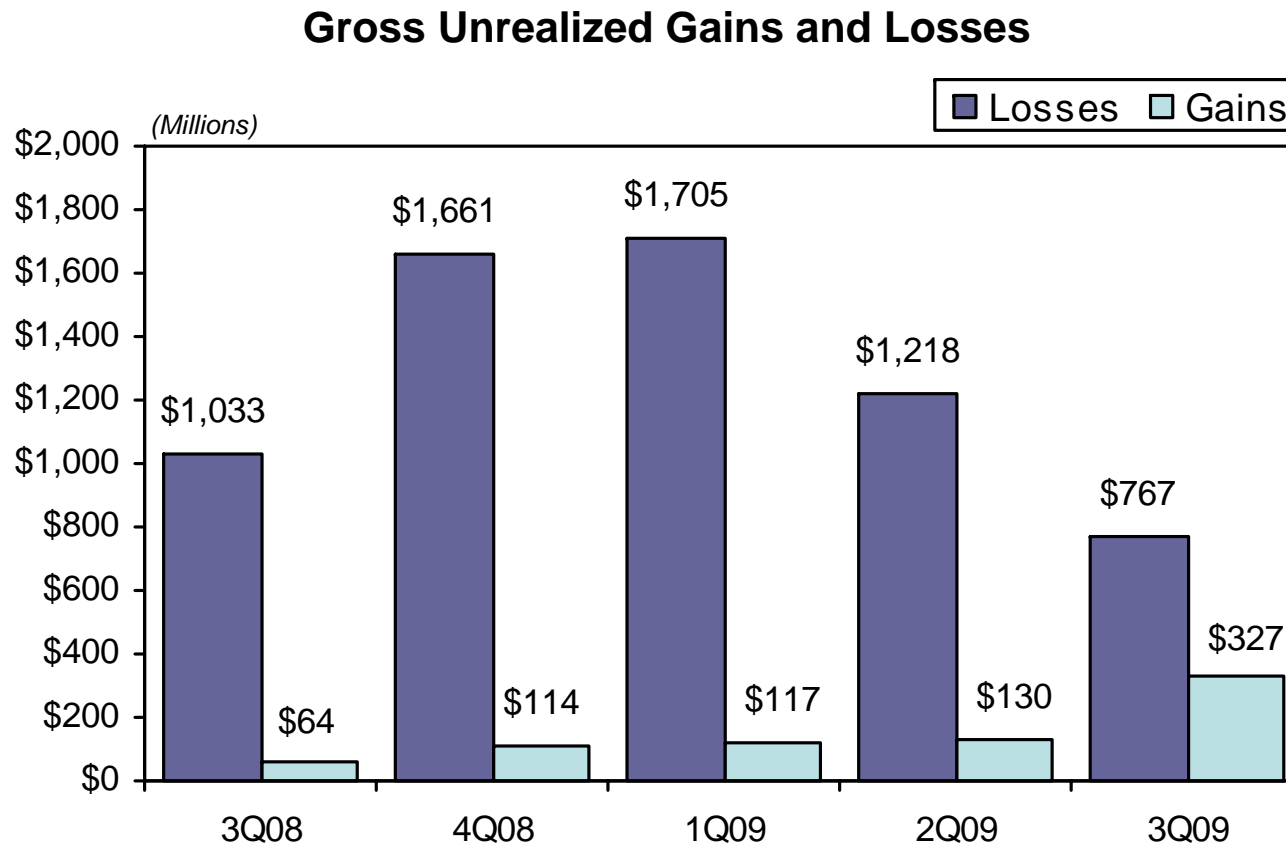


- In 2008, new loans were \$5M - \$15M with \$5.5M average loan size
- No new loans issued in 2009
- Underwritten internally
- Average loan-to-value of 58%
- No single-family, hotel, apartment, construction or agricultural loans

Long history of extremely low delinquency rates with three foreclosures in 2009 (\$14.2M or 1.1% of commercial mortgage portfolio). Recent appraisals on these three properties are in excess of loan values.

Investment Valuations Improving

Investment valuations improving with a significant decline in unrealized loss in 2009.

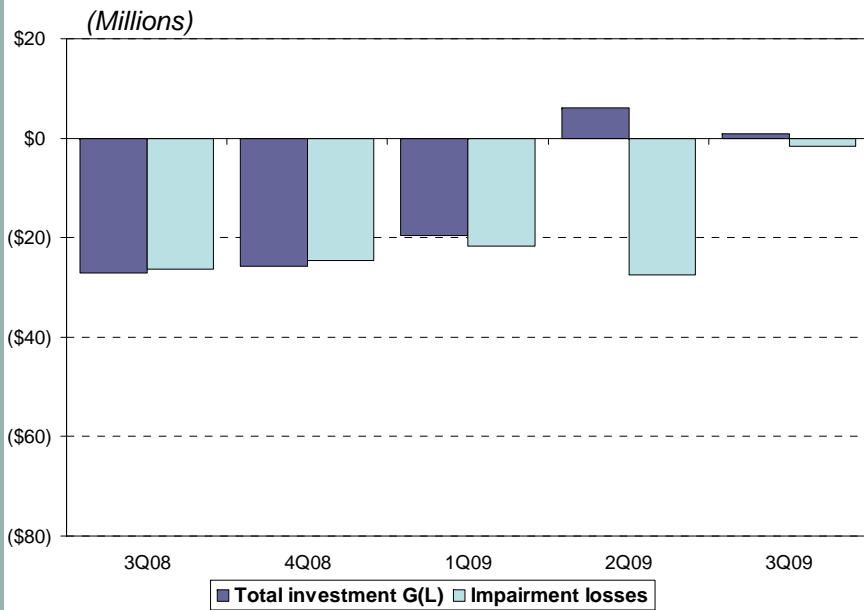


The level of unrealized loss reflects strong asset growth during period of low spreads; majority of unrealized loss due to spread widening and level of interest rates.

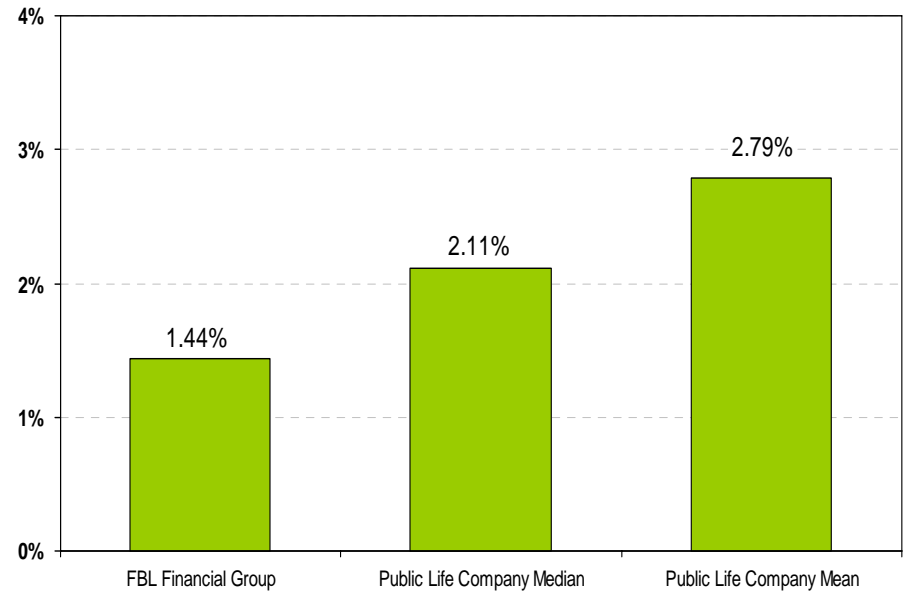
Realized Investment Losses Declining

Realized losses since end of 2006 are below public life company average.

Realized Losses



Realized Losses/Cash + Investments 01/01/07-06/30/09



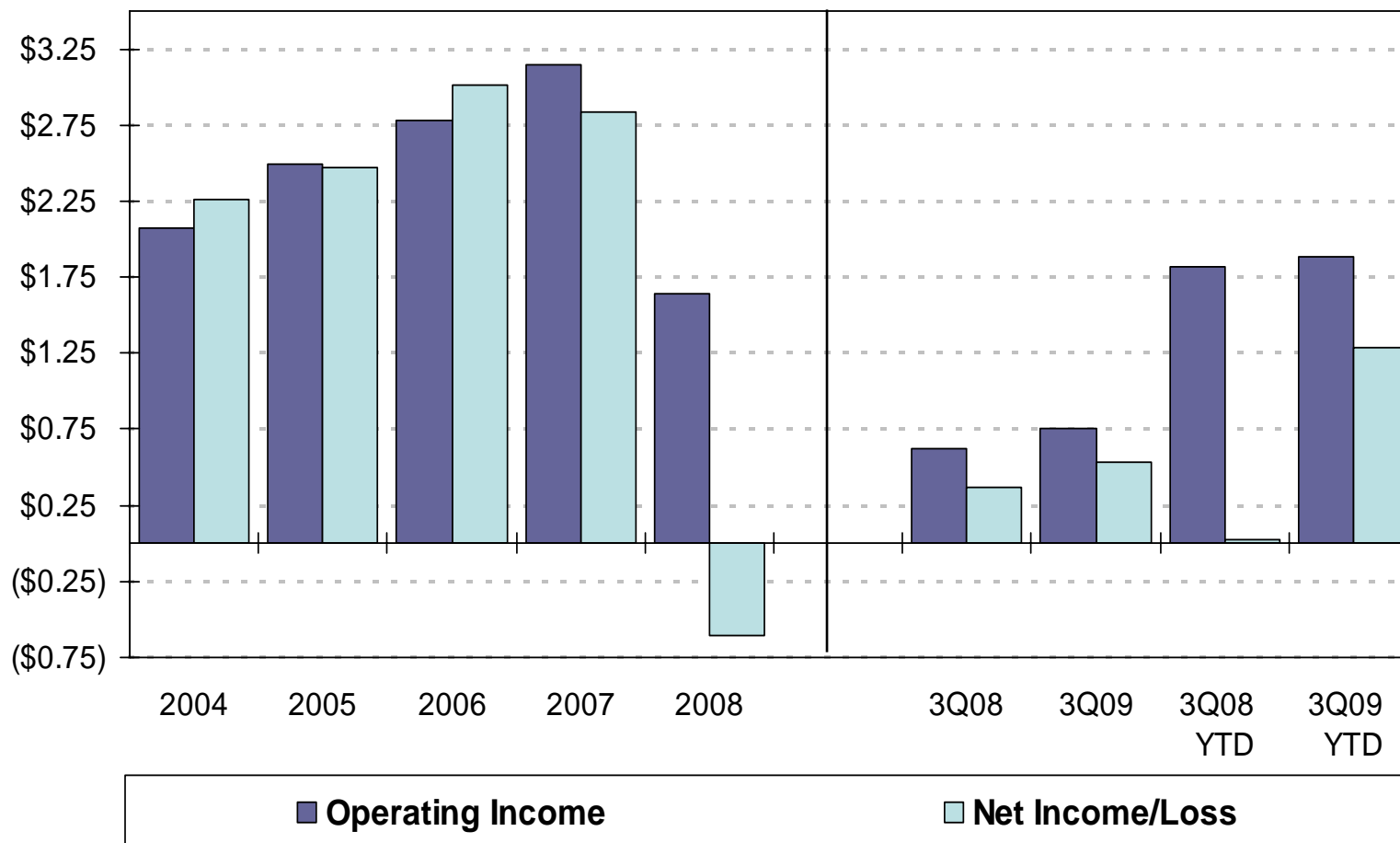
All realized investment loss data presented on a pre-DAC and pre-tax basis

Source: Company Form 10-Qs

Net Income/Loss and Operating Income

Per Common Share

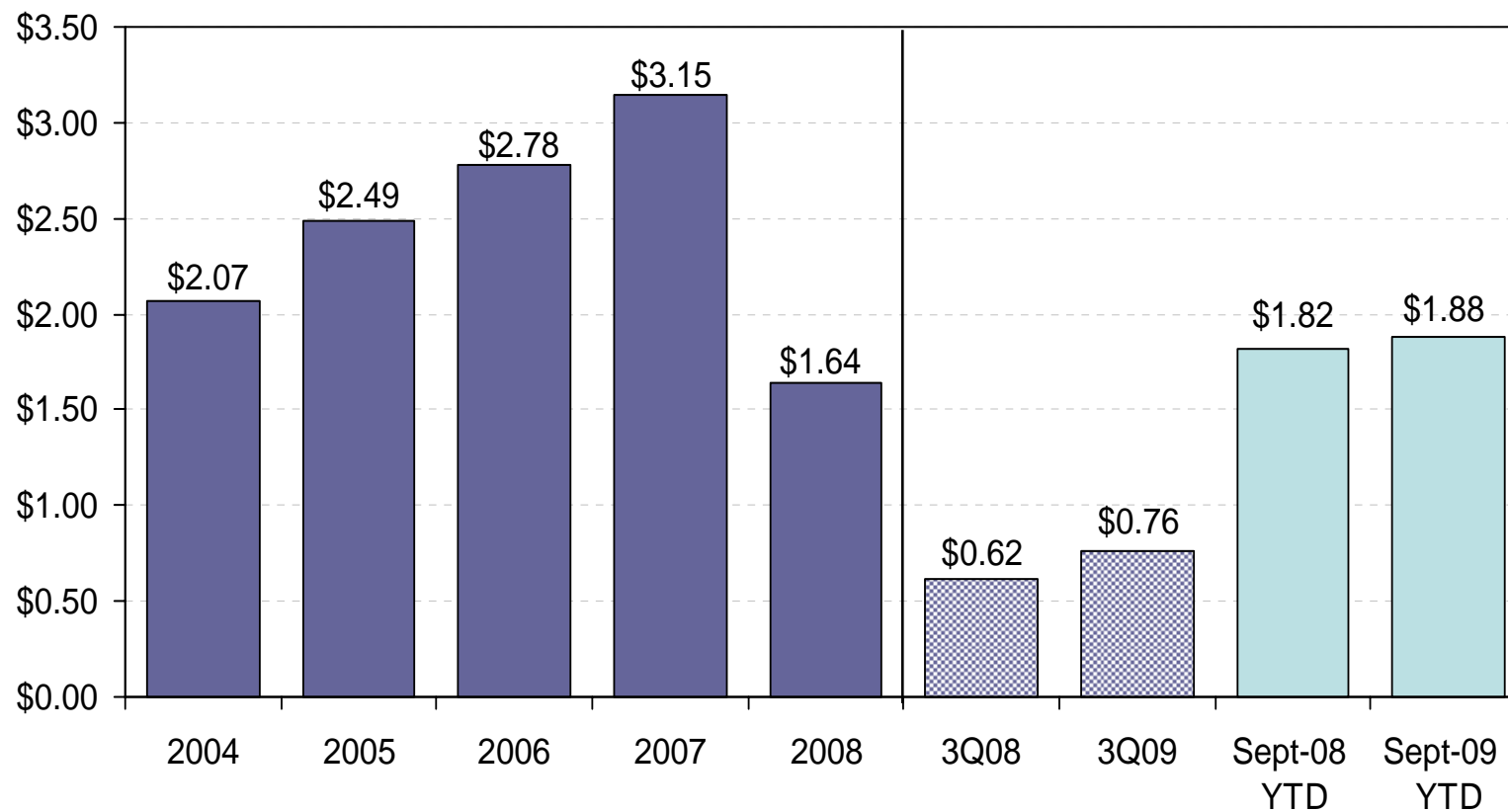
Following a net loss in 2008, year-to-date 2009 results are positive and growing.



NOTE: Operating income excludes the impact of unrealized/realized gains and losses on investments, the impact of the change in net unrealized gains and losses on derivatives, the cumulative effect of changes in accounting principles, and a lawsuit settlement in 2006.

Operating Income Per Common Share

Operating results improved significantly in third quarter 2009.

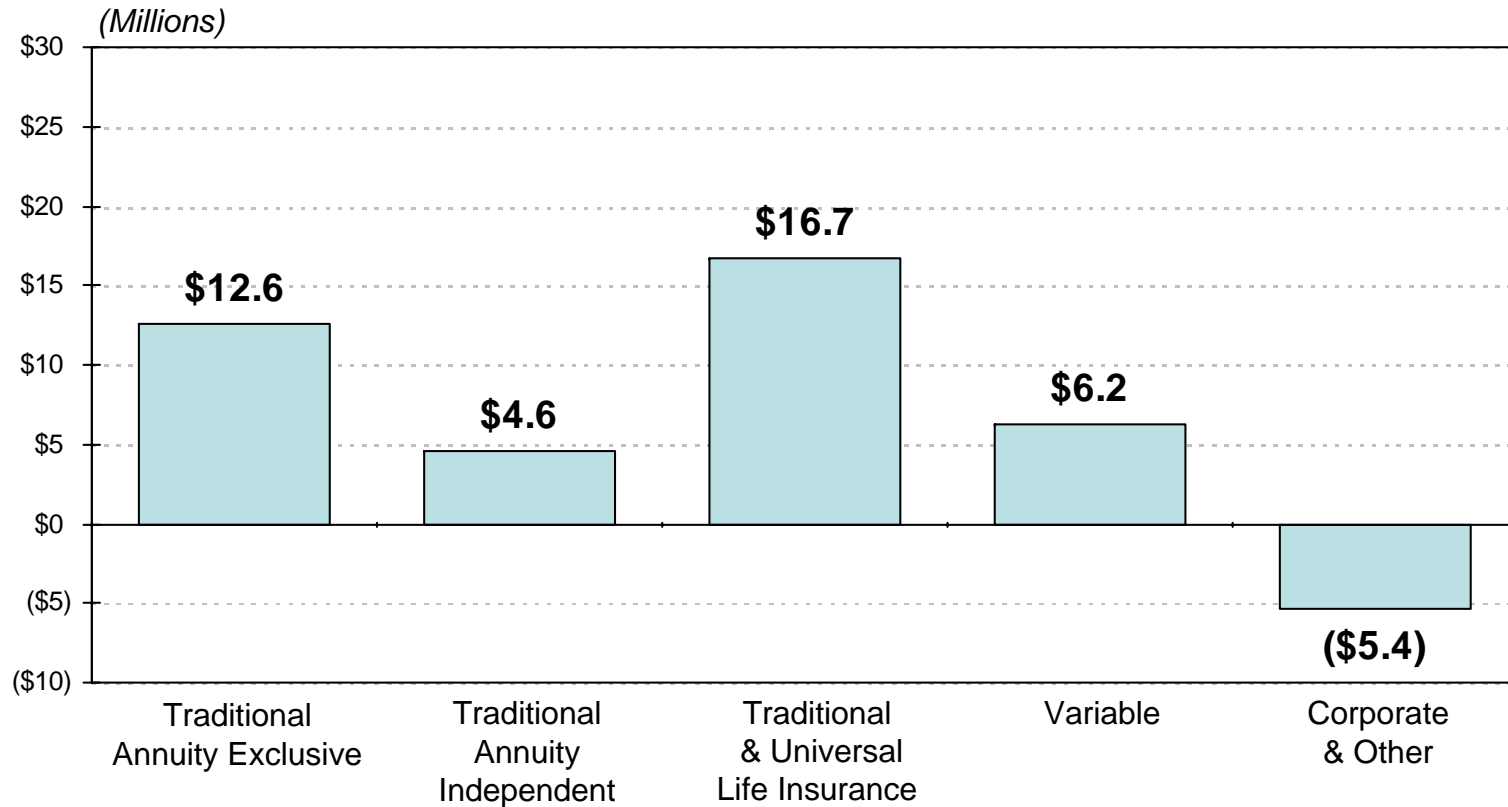


NOTE: Operating income excludes the impact of unrealized/realized gains and losses on investments, the impact of the change in net unrealized gains and losses on derivatives, the cumulative effect of changes in accounting principles, and a lawsuit settlement in 2006.

Pre-Tax Operating Earnings/Losses

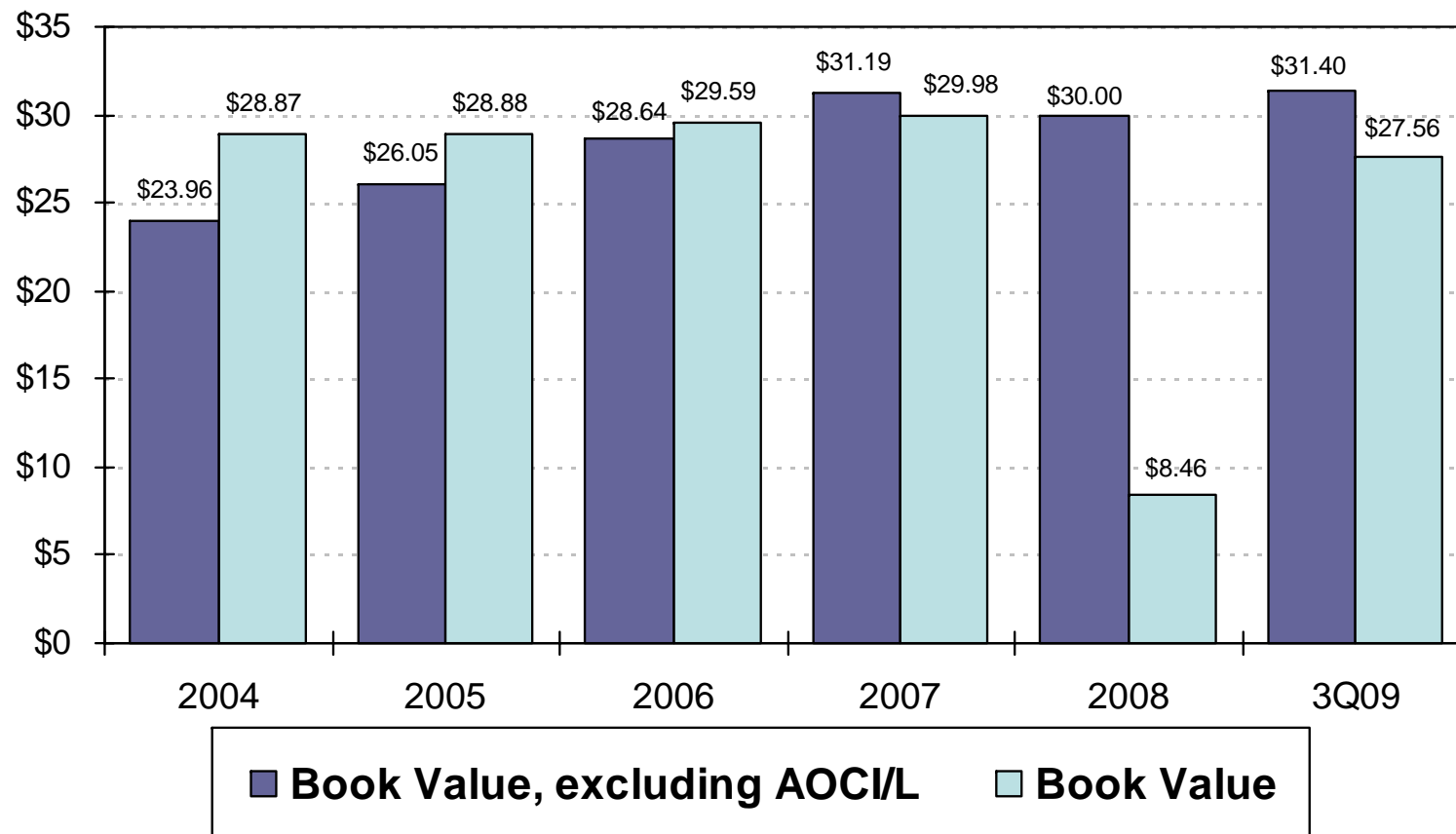
Quarter Ended September 30, 2009

Earnings are derived from four product segments with the traditional and universal life insurance segment providing the largest contribution.



Book Value Per Common Share

GAAP book value grew by 226% in the first three quarters of 2009 reflecting strong earnings and improving investment valuations.



FBL Financial Group is Focused on the Future

- Change in leadership
- Committed to niche Farm Bureau marketplace
- Reinventing EquiTrust Life
- Improving investment valuations
- Optimizing investment portfolio
- Strengthening capital position



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