

UNITED FIRE GROUP INC  
Form 4  
March 21, 2014

# FORM 4

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

OMB APPROVAL

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## 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 \*  
ERNST BARRIE W

2. Issuer Name and Ticker or Trading Symbol  
UNITED FIRE GROUP INC  
[UFCS]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)  
118 SECOND AVENUE SE, P.O.  
BOX 73909

3. Date of Earliest Transaction  
(Month/Day/Year)  
03/14/2014

\_\_\_\_ Director  
 Officer (give title below) \_\_\_\_\_ Other (specify below)  
VP/Chief Investment Officer

CEDAR RAPIDS, IA 52407-3909

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

(City) (State) (Zip)

**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 Ownership (Instr. 4)			
			Code	V	Amount	(A) or (D)	Price			
Common Stock	03/17/2014		P <sup>(1)</sup>	V <sup>(2)</sup>	8 <sup>(3)</sup>	A	\$ 29.7044 <sup>(4)</sup>	8,921 <sup>(5)</sup>	D	
Common Stock	03/14/2014		P <sup>(6)</sup>	V <sup>(7)</sup>	13 <sup>(8)</sup>	A	\$ 29.48 <sup>(9)</sup>	5,694 <sup>(10)</sup>	I	By 401(k) Account for Self
Common Stock								435	I	By Issuer's Employee Stock Ownership Plan for



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- (3) Represents the approximate number of shares (excluding fractionals) acquired through the Issuer's Dividend Reinvestment Plan for the Reporting Person's benefit.
- (4) The price per share is based on a statement provided by the Issuer's Dividend Reinvestment Plan administrator.
- The total number of securities beneficially held directly by the Reporting Person following the reported transaction includes: 1,337 shares of stock held individually by Mr. Ernst; 2,714 shares of restricted stock issued under the Issuer's 2008 Stock Plan which vest, subject to certain conditions, on 02/18/2016; 1,933 shares of restricted stock issued under the Issuer's 2008 Stock Plan which vest, subject to certain conditions, on 02/15/2018; and 2,937 shares of restricted stock issued under the Issuer's 2008 Stock Plan which vest, subject to certain conditions, on 02/21/2019.
- (6) Shares acquired through payroll deduction and participation in the Issuer's 401(k) Plan.
- (7) This transaction qualifies as a non-discretionary transaction from a tax-qualified plan and is voluntarily reported on Form 4.
- (8) Represents the approximate number of shares (excluding fractionals) acquired by the trustee/administrator of the Issuer's 401(k) Plan for the reporting person's benefit, based on a statement of the plan trustee/administrator.
- (9) The price per share is based on a statement provided by the Issuer's 401(k) Plan trustee/administrator.
- (10) The number of securities shown as being held in or acquired by the Issuer's 401(k) account for the Reporting Person's benefit are the approximate number of shares of common stock for which the Reporting Person has the right to direct the vote under the Issuer's 401(k) plan. Such shares are not directly allocated to 401(k) Plan participants, but are instead held in a unitized fund consisting primarily of common stock, together with a small percentage of short-term investments. 401(k) Plan participants acquire units of this fund.

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.