RIFE JOHN A Form 4 November 16, 2012

FORM 4

OMB APPROVAL

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

OMB 3235-0287 Number: January 31,

Expires:

Check this box if no longer subject to Section 16.

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF **SECURITIES**

2005 Estimated average burden hours per

0.5

Form 4 or Form 5 obligations may continue.

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

response...

See Instruction 1(b).

(Print or Type Responses)

1. Name and Address of Reporting Person * RIFE JOHN A

2. Issuer Name and Ticker or Trading Symbol

Issuer

UNITED FIRE GROUP INC

[UFCS]

(Check all applicable)

(Last) (First) (Middle)

3. Date of Earliest Transaction (Month/Day/Year) 11/15/2012

_X__ Director 10% Owner Officer (give title Other (specify

5. Relationship of Reporting Person(s) to

118 SECOND AVENUE SE, P.O. BOX 73909

(Street)

(City)

4. If Amendment, Date Original

Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check

Applicable Line)

X Form filed by One Reporting Person Form filed by More than One Reporting

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

CEDAR RAPIDS, IA 52407-3909

(State)

(Zip)

		Table 1 - Non-Derivative Securities Acquired, Disposed of, of Deficiently Owned								
1.Title of Security	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if	3. 4. Securities Acquired (A) Transactiomr Disposed of (D)			5. Amount of Securities	6. Ownership	7. Nature of Indirect		
(Instr. 3)		any	Code (Instr. 3, 4 and 5)			Beneficially	Form:	Beneficial		
		(Month/Day/Year)	(Instr. 8)				Owned	Direct (D)	Ownership	
							Following	or Indirect	(Instr. 4)	
					(4)		Reported	(I)		
					(A)		Transaction(s)	(Instr. 4)		
			C-1- V	A	or (D)	D	(Instr. 3 and 4)			
			Code V	Amount	(D)	Price			C	
Common						\$			See	
Stock	11/15/2012		A	2,000	A	18.8419	$7,907 \frac{(2)}{}$	I	footnote	
Stock						(1)			#4	
						_				
Common							25,643 (3)	D		
Stock							23,043 (**)	D		

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

Persons who respond to the collection of **SEC 1474** information contained in this form are not (9-02)required to respond unless the form displays a currently valid OMB control number.

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Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of	2.	3. Transaction Date	3A. Deemed	4.	5.	6. Date Exerc	cisable and	7. Title	and	8. Price of	9. Nu
Derivative	Conversion	(Month/Day/Year)	Execution Date, if	Transactio	onNumber	Expiration D	ate	Amoun	t of	Derivative	Deriv
Security	or Exercise		any	Code	of	(Month/Day/	Year)	Underly	ying	Security	Secui
(Instr. 3)	Price of		(Month/Day/Year)	(Instr. 8)	Derivative	e		Securit	ies	(Instr. 5)	Bene
	Derivative				Securities			(Instr. 3	3 and 4)		Own
	Security				Acquired						Follo
	•				(A) or						Repo
					Disposed						Trans
					of (D)						(Instr
					(Instr. 3,						
					4, and 5)						
									A manuat		
									Amount		
						Date	Expiration		Or		
						Exercisable	Date	Title Number of			
				C + V	(A) (D)						
				Code V	(A) (D)				Shares		

Reporting Owners

Relationships Reporting Owner Name / Address 10% Owner Officer Other Director RIFE JOHN A

X

118 SECOND AVENUE SE P.O. BOX 73909 **CEDAR RAPIDS, IA 52407-3909**

Signatures

/s/ John A. Rife by Dianne M. Lyons, Attorney-in-Fact

11/16/2012

**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) The price per share is the closing price of the Company's common stock on the date of the reported transaction.
- The number of securities beneficially held indirectly by the Reporting Person after the reported transaction includes: 6,210 shares held in (2) an individual retirement account for Mr. Rife's benefit; 1,292 shares held individually by Mr. Rife's spouse; and 405 shares held in a SEP individual retirment account for Mr. Rife's benefit.
- The number of securities beneficially held directly by the Reporting Person after the reported transaction includes: 25,061 shares held jointly by Mr. Rife and his wife and 582 shares of restricted stock which vest, subject to certain conditions, on May 16, 2013.

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.

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