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UNITED FIRE GROUP INC
Form 13F-HR
May 13, 2013

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

FORM 13F

FORM 13F COVER PAGE

Report for the Calendar Year or Quarter Ended: March 31, 2013

Check here if Amendment []; Amendment Number:

This Amendment (Check only one[] is a restatement.
[] adds new holdings entries.

Institutional Investment Manager:

Name: United Fire Group, Inc
Address: 118 Second Avenue SE
Cedar Rapids IA 52401

Form 13F File Number: 28-6427

The institutional investment manager filing this report and the person by whom it is signed hereby represent that the person signing the report is authorized to submit it, that all information contained herein is true, correct and complete, and that it is understood that all required items, statements, schedules, lists, and tables, are considered integral parts of this form.

Person Signing this Report on Behalf of the Reporting Manager:

Name: Kevin W. Helbing
Title: Controller
Phone: 319 286-2533

Signature, Place and Date of Signing:

Kevin W. Helbing Cedar Rapids, 5/13/2013

Report Type (Check only one.):

[X] 13F HOLDINGS REPORT. (Check here if all holdings of this reporting manager are reported in this report.)

[] 13F NOTICE. (Check here if no holdings reported are in this report, and all holdings are reported by other reporting manager(s).)

[] 13F COMBINATION REPORT. (Check here if a portion of the holdings for this reporting manager are reported in this report and a portion are reported by other reporting manager(s).)

FORM 13F SUMMARY PAGE

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Report Summary:

Number of Other Included Managers: 0
 Form 13F Information Table Entry Total: 106
 Form 13F Information Table Value Total: \$190,329 (in thousands)
 List of Other Included Managers: NONE
 FORM 13F INFORMATION TABLE

| NAME OF ISSUER | TITLE OF CLASS | CUSIP | VALUE (x \$1000) | SHARES/ PRN AMT | SH/ PRN | PUT/ CALL | INVSTMNT DCRETN | OT MAN |
|------------------------------------|----------------|-------------|---------------------|--------------------|------------|--------------|--------------------|-----------|
| AGL Resources Inc | Common | 001204-10-6 | 1,406 | 33,528 | SH | | Sole | |
| AT&T Inc | Common | 00206R-10-2 | 3,730 | 101,660 | SH | | Sole | |
| Abbott Laboratories | Common | 002824-10-0 | 7,947 | 225,000 | SH | | Sole | |
| "Abbvie, Inc | Common | 00287Y-10-9 | 9,176 | 225,000 | SH | | Sole | |
| Agilysys Inc | Common | 00847J-10-5 | 1,249 | 125,687 | SH | | Sole | |
| Alliant Energy Corporation | Common | 018802-10-8 | 6,132 | 122,200 | SH | | Sole | |
| ALTERA CORP | Common | 021441-10-0 | 177 | 5,000 | SH | | Sole | |
| American Strategic Inc Port II | Common | 030099-10-5 | 226 | 25,420 | SH | | Sole | |
| AMERISOURCEBERGEN CORP | Common | 03073E-10-5 | 309 | 6,000 | SH | | Sole | |
| BCE Inc | Common | 05534B-76-0 | 692 | 14,823 | SH | | Sole | |
| BRE Properties Inc | Common | 05564E-10-6 | 876 | 18,000 | SH | | Sole | |
| Bank of America Corporation | Common | 060505-10-4 | 1,705 | 140,000 | SH | | Sole | |
| BECTON DICKINSON & CO | Common | 075887-10-9 | 191 | 2,000 | SH | | Sole | |
| BED BATH & BEYOND INC | Common | 075896-10-0 | 387 | 6,000 | SH | | Sole | |
| Bemis Company Inc | Common | 081437-10-5 | 1,267 | 31,400 | SH | | Sole | |
| Boeing Company | Common | 097023-10-5 | 6,439 | 75,000 | SH | | Sole | |
| CIT Group Inc | Common | 125581-80-1 | 2,394 | 55,065 | SH | | Sole | |
| CAMPBELL SOUP CO | Common | 134429-10-9 | 454 | 10,000 | SH | | Sole | |
| Cincinnati Financial Corp | Common | 172062-10-1 | 15,123 | 320,276 | SH | | Sole | |
| COCA COLA CO | Common | 191216-10-0 | 324 | 8,000 | SH | | Sole | |
| COLGATE PALMOLIVE CO | Common | 194162-10-3 | 472 | 4,000 | SH | | Sole | |
| ConocoPhillips | Common | 20825C-10-4 | 605 | 10,059 | SH | | Sole | |
| CONSOLIDATED EDISON INC | Common | 209115-10-4 | 92 | 1,500 | SH | | Sole | |
| Covanta Holding Corporation | Common | 22282E-10-2 | 1 | 32 | SH | | Sole | |
| Cummins Inc | Common | 231021-10-6 | 8,203 | 70,830 | SH | | Sole | |
| DANAHER CORP DEL | Common | 235851-10-2 | 249 | 4,000 | SH | | Sole | |
| Dean Foods Company | Common | 242370-10-4 | 145 | 8,000 | SH | | Sole | |
| Deere & Company | Common | 244199-10-5 | 1,720 | 20,000 | SH | | Sole | |
| DOLLAR TREE INC | Common | 256746-10-8 | 291 | 6,000 | SH | | Sole | |
| Dow Chemical Company | Common | 260543-10-3 | 5,413 | 170,000 | SH | | Sole | |
| Duke Energy Corporation | Common | 26441C-20-4 | 4,795 | 66,056 | SH | | Sole | |
| Emerson Electric Co | Common | 291011-10-4 | 704 | 12,600 | SH | | Sole | |
| Exelis Inc | Common | 30162A-10-8 | 27 | 2,500 | SH | | Sole | |
| Express Scripts Holding Company | Common | 30219G-10-8 | 230 | 4,000 | SH | | Sole | |
| Exxon Mobil Corporation | Common | 30231G-10-2 | 3,604 | 40,000 | SH | | Sole | |
| FACTSET RESH SYS INC | Common | 303075-10-5 | 278 | 3,000 | SH | | Sole | |
| Federal-Mogul Corporation | Common | 313549-40-4 | 232 | 38,457 | SH | | Sole | |
| Fidelity National Information | Common | 31620M-10-6 | 387 | 9,758 | SH | | Sole | |
| Fidelity NationalFinancial Inc | Common | 31620R-10-5 | 560 | 22,201 | SH | | Sole | |
| Frontier Communications Corp | Common | 35906A-10-8 | 54 | 13,439 | SH | | Sole | |
| Arthur J Gallagher & Co | Common | 363576-10-9 | 426 | 10,321 | SH | | Sole | |

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|---------------------------------------|--------|-------------|--------|---------|----|------|
| GENERAL DYNAMICS CORP | Common | 369550-10-8 | 353 | 5,000 | SH | Sole |
| General Electric Company | Common | 369604-10-3 | 6,358 | 275,000 | SH | Sole |
| General Motors Company | Common | 37045V-10-0 | 10 | 364 | SH | Sole |
| General Motors Company- Warrants A | Common | 37045V-11-8 | 6 | 331 | SH | Sole |
| General Motors Company- Warrants B | Common | 37045V-12-6 | 4 | 331 | SH | Sole |
| GILDAN ACTIVEWEAR INC | Common | 375916-10-3 | 60 | 1,500 | SH | Sole |
| H J Heinz Company | Common | 423074-10-3 | 3,252 | 45,000 | SH | Sole |
| Honeywell International Inc | Common | 438516-10-6 | 2,863 | 38,000 | SH | Sole |
| Hospira Inc | Common | 441060-10-0 | 525 | 16,000 | SH | Sole |
| ITT CORP | Common | 450911-20-1 | 36 | 1,250 | SH | Sole |
| Intel Corporation | Common | 458140-10-0 | 1,310 | 60,000 | SH | Sole |
| INTERNATIONAL BUSINESS MACHS | Common | 459200-10-1 | 640 | 3,000 | SH | Sole |
| JPMorgan Chase & Co | Common | 46625H-10-0 | 2,740 | 57,736 | SH | Sole |
| JACOBS ENGR GROUP INC DEL | Common | 469814-10-7 | 56 | 1,000 | SH | Sole |
| Johnson & Johnson | Common | 478160-10-4 | 3,098 | 38,000 | SH | Sole |
| JOS A BANK CLOTHIERS INC | Common | 480838-10-1 | 60 | 1,500 | SH | Sole |
| Lam Research Corporation | Common | 512807-10-8 | 233 | 5,625 | SH | Sole |
| LINEAR TECHNOLOGY CORP | Common | 535678-10-6 | 153 | 4,000 | SH | Sole |
| LOWES COS INC | Common | 548661-10-7 | 645 | 17,000 | SH | Sole |
| MCCORMICK & CO INC | Common | 579780-20-6 | 147 | 2,000 | SH | Sole |
| MCDONALDS CORP | Common | 580135-10-1 | 498 | 5,000 | SH | Sole |
| Medtronic Inc | Common | 585055-10-6 | 1,174 | 25,000 | SH | Sole |
| Merck & Co Inc | Common | 58933Y-10-5 | 255 | 5,767 | SH | Sole |
| METLIFE INC | Common | 59156R-10-8 | 68 | 1,800 | SH | Sole |
| Microsoft Corporation | Common | 594918-10-4 | 858 | 30,000 | SH | Sole |
| NRG ENERGY INC | Common | 629377-50-8 | 259 | 9,768 | SH | Sole |
| NATIONAL PRESTO INDS INC | Common | 637215-10-4 | 81 | 1,000 | SH | Sole |
| Newell Rubbermaid Inc | Common | 651229-10-6 | 1,194 | 45,766 | SH | Sole |
| NIKE INC | Common | 654106-10-3 | 354 | 6,000 | SH | Sole |
| Old Republic International Cor | Common | 680223-10-4 | 3,237 | 254,690 | SH | Sole |
| OMNICOM GROUP INC | Common | 681919-10-6 | 177 | 3,000 | SH | Sole |
| ORACLE CORP | Common | 68389X-10-5 | 226 | 7,000 | SH | Sole |
| PepsiCo Inc | Common | 713448-10-8 | 1,820 | 23,000 | SH | Sole |
| Pfizer Inc | Common | 717081-10-3 | 1,154 | 40,000 | SH | Sole |
| Phillips 66 | Common | 718546-10-4 | 352 | 5,029 | SH | Sole |
| Phosphate Holdings Inc | Common | 71922F-10-2 | 24 | 25,010 | SH | Sole |
| Piper Jaffray Cos | Common | 724078-10-0 | 286 | 8,329 | SH | Sole |
| PLAINS ALL AMER PIPELINE LP | Common | 726503-10-5 | 339 | 6,000 | SH | Sole |
| Procter & Gamble Company | Common | 742718-10-9 | 5,857 | 76,000 | SH | Sole |
| QCR Holdings Inc | Common | 74727A-10-4 | 1,372 | 83,181 | SH | Sole |
| Resolute Forest Products | Common | 76117W-10-9 | 1 | 58 | SH | Sole |
| Royal Dutch Shell ADR | Common | 780259-20-6 | 2,606 | 40,000 | SH | Sole |
| Schlumberger Limited | Common | 806857-10-8 | 2,247 | 30,000 | SH | Sole |
| SMUCKER J M CO | Common | 832696-40-5 | 397 | 4,000 | SH | Sole |
| Spectra Energy Corporation | Common | 847560-10-9 | 2,893 | 94,096 | SH | Sole |
| STRYKER CORP | Common | 863667-10-1 | 391 | 6,000 | SH | Sole |
| Teva Pharmaceutical Industries Ltd | Common | 881624-20-9 | 72 | 1,802 | SH | Sole |
| TEXAS INSTRS INC | Common | 882508-10-4 | 177 | 5,000 | SH | Sole |
| TRACTOR SUPPLY CO | Common | 892356-10-6 | 417 | 4,000 | SH | Sole |
| Treehouse Foods Inc | Common | 89469A-10-4 | 629 | 9,652 | SH | Sole |
| U S Bancorp | Common | 902973-30-4 | 23,170 | 682,884 | SH | Sole |
| UNION PAC CORP | Common | 907818-10-8 | 356 | 2,500 | SH | Sole |
| V F CORP | Common | 918204-10-8 | 503 | 3,000 | SH | Sole |
| VARIAN MED SYS INC | Common | 92220P-10-5 | 72 | 1,000 | SH | Sole |
| Vectren Corporation | Common | 92240G-10-1 | 944 | 26,658 | SH | Sole |
| Verizon Communications Inc | Common | 92343V-10-4 | 2,752 | 55,997 | SH | Sole |
| WAL MART STORES INC | Common | 931142-10-3 | 262 | 3,500 | SH | Sole |
| WALGREEN CO | Common | 931422-10-9 | 477 | 10,000 | SH | Sole |

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|--------------------------------|--------------|-------------|---------|------------------|--------------|
| WASTE MGMT INC DEL | Common | 94106L-10-9 | 78 | 2,000 SH | Sole |
| Wells Fargo & Company | Common | 949746-10-1 | 9,436 | 255,086 SH | Sole |
| Windstream Corporation | Common | 97381W-10-4 | 103 | 12,942 SH | Sole |
| Wintrust Financial Corporation | Common | 97650W-10-8 | 8,539 | 230,523 SH | Sole |
| Xcel Energy, Inc. | Common | 98389B-10-0 | 2,673 | 90,000 SH | Sole |
| Xylem Inc | Common | 98419M-10-0 | 69 | 2,500 SH | Sole |
| Montpelier Re Holdings Ltd | Common | G62185-10-6 | 239 | 9,189 SH | Sole |
| Report Summary | Data Records | 106 | 190,329 | 0 other managers | on whose beh |