UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, DC 20549

FORM 10-Q

[X] QUARTERLY REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934

For the Quarterly Period Ended December 31, 2013

[] TRANSITION REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934

For the Transition Period From _____ to _____

Commission File Number 000-52376

PROFIRE ENERGY, INC. (Exact name of registrant as specified in its charter)

Nevada (State or other jurisdiction of incorporation or organization)

321 South 1250 West, Suite 1 Lindon, Utah (Address of principal executive offices) 20-0019425 (I.R.S. Employer Identification No.)

84042

(Zip Code)

(801) 796-5127

(Registrant's telephone number, including area code)

Indicate by check mark whether the registrant (1) has filed all reports required to be filed by Section 13 or 15(d) of the Securities Exchange Act of 1934 during the preceding 12 months (or for such shorter period that the registrant was required to file such reports) and (2) has been subject to such filing requirements for the past 90 days. Yes [X] No [

Indicate by check mark whether the registrant has submitted electronically and posted on its corporate Web site, if any, every Interactive Data File required to be submitted and posted pursuant to Rule 405 of Regulation S-T (§232.405 of this chapter) during the preceding 12 months (or for such shorter period that the registrant was required to submit and post such files.) Yes [X] No []

Indicate by check mark whether the registrant is a large accelerated filer, an accelerated filer, a non-accelerated filer or a smaller reporting company. See the definitions of "large accelerated filer," "accelerated filer" and "smaller reporting company" in Rule 12b-2 of the Exchange Act. (Check one):

Large accelerated filer []

Accelerated filer []

Non-accelerated filer [] Smaller reporting company [X] (Do not check if a smaller reporting company)

Indicate by check mark whether the registrant is a shell company (as defined in Rule 12b-2 of the Exchange Act.) Yes [] No [X]

As of February 4, 2013 the registrant had 47,836,428 shares of common stock, par value \$0.001, issued and outstanding.

PROFIRE ENERGY, INC. FORM 10-Q TABLE OF CONTENTS

PART I — FINANCIAL INFORMA	ATION	
Item 1. Financial Statements		3
	Condensed Consolidated Balance Sheets as of December 31, 2013 Unaudited) and March 31, 2013	3
C	Condensed Consolidated Statements of Operations and Other Comprehensive Income (Unaudited) for the three and nine month periods nded December 31, 2013 and 2012	4
	Condensed Consolidated Statements of Cash Flows (Unaudited) for the ine month periods ended December 31, 2013 and 2012	5
Ν	Notes to Condensed Consolidated Financial Statements (Unaudited)	6
Item 2. Management's Discussion as	nd Analysis of Financial Condition And Results of Operations	13
Item 3. Quantitative and Qualitative	Disclosure about Market Risk	23
Item 4. Controls and Procedures		23
PART II — OTHER INFORMATIO	N	
Item 1A. Risk Factors		24
Item 6. Exhibits		25
Signatures		26

Page

PART I. FINANCIAL INFORMATION

Item 1 Financial Info

PROFIRE ENERGY, INC. AND SUBSIDIARY Condensed Consolidated Balance Sheets

	December 31	-
	2013	2013
	(Unaudited)	
ASSETS		
CURRENT ASSETS		

Cash and cash equivalents	\$5,732,530	\$808,772
Accounts receivable, net	8,481,074	5,879,165
Inventories	6,963,230	3,463,614
Prepaid expenses	46,937	1,967
Total Current Assets	21,223,771	10,153,518
PROPERTY AND EQUIPMENT, net	2,543,551	2,232,355
TOTAL ASSETS	\$23,767,322	\$12,385,873

LIABILITIES AND STOCKHOLDERS' EQUITY

CURRENT LIABILITIES

Accounts payable	\$2,050,748	\$1,499,330
Accrued liabilities	96,213	189,489
Deferred income tax liability	116,607	72,857
Income taxes payable	1,220,717	161,550
Total Current Liabilities	3,484,285	1,923,226
TOTAL LIABILITIES	3,484,285	1,923,226

STOCKHOLDERS' EQUITY

Preferred shares: \$0.001 par value, 10,000,000 shares authorized: no shares issued and		
outstanding	-	-
Common shares: \$0.001 par value, 100,000,000 shares authorized: 47,836,428		
and 45,250,000 shares issued and outstanding, respectively	47,837	45,250
Additional paid-in capital	5,912,516	585,735
Accumulated other comprehensive income/(loss)	(7,351)	371,466
Retained earnings	14,330,035	9,460,196
Total Stockholders' Equity	20,283,037	10,462,647

TOTAL LIABILITIES AND STOCKHOLDERS' EQUITY

\$23,767,322 \$12,385,873

The accompanying notes are an integral part of these condensed consolidated financial statements.

PROFIRE ENERGY, INC. AND SUBSIDIARY Condensed Consolidated Statements of Operations and Other Comprehensive Income (Loss) (Unaudited)

REVENUES	Er	nree Months nded ember 2012		Months Ended ember 2012
Sales of goods, net	\$8,999,070	\$3,176,627	\$24,778,093	\$10,724,586
Sales of goods, net	531,767	364,434	1,276,780	873,341
Total Revenues	9,530,837	3,541,061	26,054,873	11,597,927
Total Revenues	7,550,057	5,541,001	20,054,075	11,377,727
COST OF SALES				
Cost of goods sold-product	3,894,002	1,050,966	10,169,122	4,329,037
Cost of goods sold-services	418,594	313,442	919,041	697,474
Total Cost of Goods Sold	4,312,596	1,364,408	11,088,163	5,026,511
	1,012,000	1,001,100	11,000,100	0,020,011
GROSS PROFIT	5,218,241	2,176,653	14,966,710	6,571,416
	-,,	_,	,, ,,	.,,
OPERATING EXPENSES				
General and administrative expenses	1,977,911	1,339,676	4,076,226	3,135,668
Research and development	139,691	38,472	390,710	148,865
Payroll expenses	946,878	1,144,024	2,712,947	1,845,679
Depreciation expense	78,685	116,678	205,610	227,604
1 1				
Total Operating Expenses	3,143,165	2,638,850	7,385,493	5,357,816
INCOME FROM OPERATIONS	2,075,076	(462,197) 7,581,217	1,213,600
OTHER INCOME (EXPENSE)				
Interest expense	-	(4,493) (10,567)	(13,171)
Gain on disposal of fixed assets	-	-	1,617	-
Rental income	311	-	2,501	-
Interest income	1,544	13,074	9,910	21,389
Total Other Income (Expense)	1,855	8,581	3,461	8,218
NET INCOME BEFORE INCOME TAXES	2,076,931	(453,616) 7,584,678	1,221,818
INCOME TAX EXPENSE	870,625	(127,347) 2,714,839	337,222
NET INCOME	\$1,206,306	\$(326,269) \$4,869,839	\$884,596
FOREIGN CURRENCY TRANSLATION GAIN				
(LOSS)	\$(178,593) \$(449,470) (378,817)	(229,852)
TOTAL COMPREHENSIVE INCOME	\$1,027,713	\$(775,739) \$4,491,022	\$654,744

BASIC EARNINGS PER SHARE	\$0.03	\$(0.01)	\$0.11	\$0.02
FULLY DILUTED EARNINGS PER SHARE	\$0.03	\$(0.01	\$0.11	\$0.02
	ф0.00	¢(0.01)	φο.π	¢ 0.0 2
BASIC WEIGHTED AVERAGE NUMBER OF SHARES OUTSTANDING	46,560,913	45,155,000	45,705,105	45,088,400
FULLY DILUTED WEIGHTED AVERAGE	+0,500,715	+3,133,000	+3,703,103	+3,000,+00
NUMBER OF SHARES OUTSTANDING	46,973,885	45,155,000	46,118,077	45,357,724

The accompanying notes are an integral part of these condensed consolidated financial statements.

PROFIRE ENERGY, INC. AND SUBSIDIARY Condensed Consolidated Statements of Cash Flows (unaudited)

	End	For the Nine Months Ended December 31 2013 2012	
OPERATING ACTIVITIES			
Net Income	\$4,869,839	\$884,596	
Adjustments to reconcile net income to			
net cash provided by operating activities:			
Depreciation expense	246,542	225,076	
Gain on the disposal of fixed assets	(1,617)	-	
Common stock issued for services	28,350	208,750	
Bad debt expense	-	69,995	
Stock options issued for services	849,531	148,648	
Changes in operating assets and liabilities:			
Changes in accounts receivable	(2,749,328)	(642,358)	
Changes in inventories	(3,572,120)	(1,493,076)	
Changes in prepaid expenses	(44,970)	8,231	
Changes in accounts payable and accrued liabilities	519,060	1,031,985	