

NATIONAL RURAL UTILITIES COOPERATIVE FINANCE CORP /DC/  
 Form 424B3  
 October 06, 2014

CALCULATION OF REGISTRATION FEE

Title of Each Class of Securities Offered	Maximum Aggregate Offering Price	Amount of Registration Fee(1)(2)
3.050% InterNotes® Due October 15, 2023		\$ 228.22
3.500% InterNotes ® Due October 15, 2026	\$1,964,000	\$ 258.31
	\$2,223,000	

(1) Calculated in accordance with Rule 457(r) under the Securities Act of 1933.

The amount in this column has been transmitted to (2)the SEC in connection with the securities offered by means of this pricing supplement.

Filed Under Rule 424(b)(3), Registration Statement No. 333-177949 Pricing Supplement Number 343 Dated Monday, October 6, 2014  
 (To: Prospectus Dated November 14, 2011 and Prospectus Supplement Dated November 17, 2011)

Number	Principal Amount	Selling Price	Gross Concession	Net Proceeds	Coupon Type	Coupon Rate	Coupon Frequency	Maturity Date	1st Coupon Date	1st Coupon Amount	Survivor's Option	Product Rank
FUR5	\$1,964,000	100%	1.650%	\$1,931,594.00	Fixed	3.050%	MONTHLY	10/15/2023	11/15/2014	\$3.05	Yes	Senior Unsecured Note

Redemption Information: Non-Callable

CUSIP Number	Principal Amount	Selling Price	Gross Concession	Net Proceeds	Coupon Type	Coupon Rate	Coupon Frequency	Maturity Date	1st Coupon Date	1st Coupon Amount
63743FUS3	\$2,223,000	100%	2.000%	\$2,178,540.00	Fixed	3.500%	MONTHLY	10/15/2026	11/15/2014	\$3.50

National Rural Utilities Cooperative Finance Corp

Offering Dates: Monday, September 29, 2014 through Monday, October 6, 2014 @ 12:00 PM ET  
 Trade Date: Monday, October 6, 2014 @ 12:00 PM ET  
 Settlement Date: Thursday, October 9, 2014  
 Minimum Denomination/Increments: \$1,000.00/\$1,000.00  
 Initial trades settle flat and clear SDFS: DTC Book Entry only  
 DTC number: 0235 via RBC Dain Rauscher Inc.

Agents: Citigroup, Comerica Securities, J.J.B. Hilliard, W.L. Lyons, Inc., Morgan Stanley, UBS Investment Bank, Wells Fargo

If the maturity date or an interest payment date for any note is not a Business Day (as term is defined in Prospectus), principal, premium, if any, and interest for that note is paid on the next Business Day, and no interest will accrue from, and after, the maturity date or interest payment date.

InterNotes® is a registered trademark of Incapital Holdings, LLC. All rights reserved.

National Rural Utilities Cooperative Finance Corp  
 Prospectus Dated November 14, 2011



