Introduction
Saemangeum project is a large scale of state run to develop land resource and fresh water resources by reclaiming tidal land area located at middle western shore region. But, worry of water contamination is a hot emerging controversial issue surrounding Saemangeum project in recent years. Contribution rate of non-point source(NPS) pollutant load will be risen up 70% to the total pollutant load by 2020 in Korea. Especially, Area agricultural activity oriented NPS pollutant load takes charge of almost 50% of the total NPS pollutant load on the Saemangeum watershed. Thus it is needed to prepare countermeasure for addressing NPS pollution including agricultural contribution. But, awareness of NPS pollution is very vulnerable for people to understand and especially agricultural NPS pollution is even more. The purpose of this study is to understand the way that how farmers and residents are aware to agricultural NPS issues in the study area.

Results and discussions
Effects of educational program for resident to improve awareness of NPS
At first, 100% of the respondents(167) did not hear NPS pollution including agricultural NPS before education program implementation in 2013 while this percentage was decreased to 87% in 2013 and 73% in 2014, respectively. This result showed effectiveness of education programs. Residents hope to learn education program periodically by at least once a six-month. Furthermore, It is needed to prepare a custom fit educational program like considering aging society in rural communities.

Effects of educational program for farmer to improve awareness of NPS
Only 38% of the farmers knew about NPS pollution before educational program conduction while this figure increased to 100% after two times educational program implementation. They were aware of agricultural NPS as a pollutant source after education, too. They showed high point(3.86 point to 5.0 point) regarding a pollution reduction effect of best management paractics(BMPs) but willingness to implement BMPs and recommendation to others showed a little bit lower value like 3.4 point and 3.5 point, respectively.

They thought that the hard things to implement BMPs were complexity, difficultness, hassle, additional cost, no effectness, etc. This result shows that BMPs development study is needed more deep consideration regarding technological confidence of pollution reduction, easiness and simpleness of application, cheaper to implementaiton.

Result of a deep interview survey to analysis knowledge flow of NPS within Saemangeum watershed
As shown in figure 3, knowledge and information of NPS pollution were seriously biased to left side like macro level and environment related organizations such as MOE,KEI, NIER, Institute of Jeobuk development so that agricultural sectors including farmers and local residents did rarely expose to NPS information. Especially, farmers and local residents, who are the main driving force to address NPS pollution in rural areas, were excluded from NPS pollution knowledge flow. It can be vulnerable to manage NPS pollution by driving agricultural sectors. This result implied that methodologies which can remove communication obstacles between environmental and agricultural sectors as well as which can transfer and expand NPS pollution knowledge to rural societies.